

SWOT Analysis and Consumer Purchase Intention CloudThink Fashion Business

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Abstract

This article aims to examine SWOT analysis and consumer purchasing decisions in CloudThink Fashion Business. This paper uses quantitative research methods with a descriptive type and a literature review. Studies show that SWOT analysis and consumer purchasing decisions are fundamental disciplines in marketing and business strategy, exploring various factors that influence individual purchasing decisions, preferences, and interactions with products or services. The interaction between cognitive, affective, and conative processes creates a nuanced understanding of consumer purchasing intentions.

Keywords: SWOT Analysis; Purchase Intention; Fashion Business



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Introduction

Fashion is one of humanity's primary needs. With various activities, people also wear different clothes, making this sector become one that is continually growing. Indonesia's fashion industry comprises 14.4% of the processing industry operated by small and medium enterprises, making it the third most significant processing industry in Indonesia (Kemenkopukm.go.id, 2021). The fashion industry contributed 5,81% to Indonesia's processing industry GDP in 2022 (Kemlu, 2023). The report of Indonesia Digital in 2023 said that fashion is the third most sold product in e-commerce.

The Indonesian economy demonstrates the fashion industry's ability to have a significant impact, as evidenced by the growth in exports of innovative fashion and craft items. This expansion has increased value-added, household income, and employment possibilities (Sukma et al., 2018). This effect emphasizes the sector's crucial role in influencing economic dynamics. The fashion department stores' reaction to the COVID-19 pandemic and the various elements that impact consumer behavior demonstrate the ever-changing nature of market competitiveness and consumer preferences. The industry's ability to adapt and respond to external pressures demonstrates its resilience and capacity to traverse new circumstances effectively. Moreover, the role of trust in influencing customer behavior in social media marketing environments highlights the changing nature of marketing tactics in the fashion industry (Das Guru & Paulssen, 2020). This highlights the

vital importance of trust in influencing consumer interactions in the constantly evolving world of social media, underscoring the continuous development of marketing strategies in the fashion industry.

The dynamic business environment, characterized by the substantial expansion of online commerce, has necessitated conventional fashion enterprises to promptly adjust to maintain their sources of income and secure their existence in the market. The advent of e-commerce has not only reduced obstacles to entrance but has also heightened market rivalry. The COVID-19 epidemic in Indonesia significantly influenced consumer behavior, leading to a transition from offline to online buying. The modified market scenario has escalated the level of competitiveness, transforming it into a global scale. In response to the increased competition in the fashion business, suppliers have found it necessary to implement a direct-to-consumer strategy to sustain their income. This shift is motivated by the necessity to eliminate the double margin accrued from supplier to distributor and from distributor to customer. Suppliers face the challenge of operating in an intricate and ever-changing global market as they interact more directly with consumers.

Cloud Think's present business model as a wholesaler has resulted in a knowledge gap in directly addressing consumers since its founding, and it is known that Cloud Think sales in retail could not have the necessary impact on business revenue. This difficulty highlights Cloud Think's need to develop and execute a strong marketing plan. Adopting such a strategy is crucial for their ongoing existence in the market, as it guarantees the ability to adjust to changing circumstances and maintain relevance in the future business environment. In this context, consumer behavior analysis serves as a crucial instrument for gaining an in-depth understanding of consumers' preferences, perceptions, and purchasing motivations toward local fashion products. Through this approach, Cloud Think can identify the key factors influencing purchasing decisions, ranging from lifestyle and fashion trends to perceptions of value and product quality. Consumer behavior analysis further enables the company to refine its marketing strategies, product designs, and brand communication, ensuring greater relevance to the needs and expectations of its target market. In addition, the implementation of a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) represents a strategic step in mapping Cloud Think's competitive position within Bandung's highly dynamic fashion industry. This analysis allows the company to evaluate its internal strengths, such as design creativity, production flexibility, and strong local brand identity, while simultaneously identifying internal weaknesses, including limited resources, suboptimal market penetration, and dependence on fluctuating digital trends. Externally, opportunities such as the growing awareness of local products and the expansion of e-commerce platforms must be balanced against potential threats, including intense competition and the rapid evolution of digital consumer behavior.

Method

Data collected for research generally consist of primary and secondary data. Primary data refers to original data explicitly collected for a research study. This data is gathered through surveys, interviews, observations, and experiments and is tailored to address specific research questions or objectives. On the other hand, secondary data refers to existing data previously collected for other purposes, such as government statistics, company reports, academic literature, and online databases. Secondary data can complement primary data, provide context, or serve as a study's primary source of information. Data collection through questionnaires is widely used in various research fields due to its effectiveness in gathering qualitative and quantitative data (Dawadi et al.,

2021). Questionnaires can be cost-effective and efficient, especially when aiming for a higher response rate (Kongsved et al., 2007). However, the data collection method, whether through traditional paper-based questionnaires or electronic questionnaires, can significantly impact the response rate and completeness of the data (Ebert et al., 2018). While remote methods of questionnaire data collection may result in a lower response rate, they offer the advantage of reducing time-consuming and costly steps involved in traditional surface mail questionnaires (Ebert et al., 2018). Additionally, questionnaires and other data collection methods, such as interviews, can provide a more comprehensive understanding of the research topic (Liao & Liu, 2023).

Results and Discussion

Consumer Analysis

Consumer behavior analysis is a foundational discipline in marketing and business strategy, exploring the myriad factors that influence individuals' purchasing decisions, preferences, and interactions with products or services. It delves into psychological, social, cultural, and economic dimensions that shape how consumers perceive value, evaluate alternatives, and ultimately make consumption choices. This field provides marketers and business strategists with a systematic understanding of the motives behind consumer actions ranging from basic needs and emotional impulses to complex symbolic meanings associated with brands and lifestyles.

Through consumer behavior analysis, businesses can uncover patterns and trends that guide product development, pricing strategies, promotional approaches, and distribution channels. By interpreting these insights, companies are better equipped to anticipate consumer expectations, tailor their marketing messages, and create meaningful experiences that foster customer loyalty. In an era of digital transformation and hyper-competition, the study of consumer behavior becomes even more crucial, as it enables organizations to personalize engagement, enhance brand equity, and sustain long-term competitiveness in dynamic market environments.

Shopping Channel

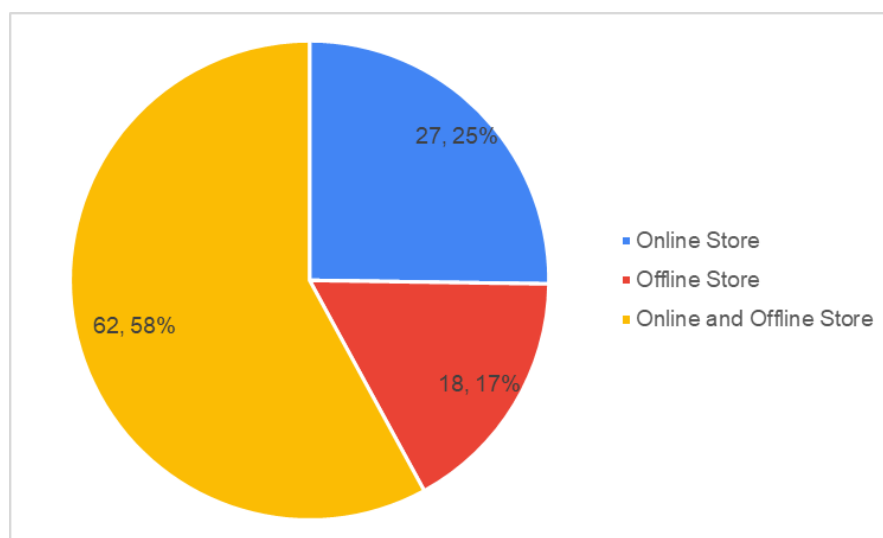


Figure 1. Shopping Channel

Source: Primary Data 2025

The survey outcomes reveal a distinct preference among consumers regarding shopping channels. A significant majority, constituting 58% of respondents, prefer a combination of online and offline stores. Notably, 25% of consumers favor online stores exclusively, while a smaller percentage, 17%, lean towards offline stores. This preference for a mix of online and offline channels underscores consumers' diverse and nuanced shopping behaviors. The inclination toward both online and offline options suggests that a hybrid approach, combining the convenience of online shopping with the tangible experience of offline stores, aligns well with consumer needs and behaviors. This finding emphasizes the importance of an integrated retail strategy that caters to the varied preferences of the consumer base, recognizing the synergies between online and offline channels in meeting diverse shopping expectations.

Product Quality

The survey data underscores the paramount significance of product quality among Cloud Think consumers. A substantial 68% of respondents strongly agree that they prioritize the quality of fashion products when making purchasing decisions, with 24% agreeing. This overwhelming consensus emphasizes the critical role that product quality plays in influencing consumer choices within the fashion segment. The data implies that for most Cloud Think consumers, a fashion product's intrinsic excellence and reliability hold considerable sway in their decision-making process. This insight is invaluable for the brand, highlighting the imperative of maintaining and communicating high-quality standards to resonate with consumer preferences and expectations. Understanding this emphasis on quality can guide product development, marketing strategies, and brand positioning to align effectively with the values and priorities of the target audience.

Product Familiarity

The survey outcomes highlight a significant trend in consumer behavior, revealing that familiarity substantially influences purchasing decisions. A substantial 45% of respondents strongly agree, and an additional 33% agree that they are inclined to purchase already familiar products. Meanwhile, a modest 14% approach purchases with neutral considerations. In contrast, only 3.8% and 3.7% strongly disagree with buying familiar products. This data suggests that many consumers lean towards products with familiarity, indicating a preference for established and recognizable brands or styles. The insight from the survey implies that maintaining a certain level of continuity in stylistic elements or market presence could be advantageous, catering to the consumer's inclination towards what is known and familiar. This finding has implications for branding and marketing strategies, emphasizing the value of building and reinforcing a brand's identity and recognition within the market.

Price Compare

The survey results highlight a significant consumer behavior trend, with 58.9% of respondents strongly agreeing and 18.7% agreeing that they consistently use product comparisons when making fashion-related purchases. This substantial majority underscores the significance of price comparison in consumer decision-making. The findings suggest that many consumers value competitive pricing highly when selecting fashion products. This emphasis on price comparison implies that consumers actively seek affordability and value for money, making competitive pricing a crucial factor in influencing their purchase choices. Understanding this consumer behavior is

essential for brands and retailers, emphasizing the importance of pricing strategies that align with the expectations and preferences of the target audience.

Store Reputation

The survey results indicate a substantial emphasis on the significance of store reputation among consumers. An overwhelming 85% of respondents strongly agree that store reputation plays a crucial role in their decision-making process when choosing fashion products. This translates to 91 respondents out of the total population of 107 who agree with this sentiment. The survey insight underscores the pivotal role of a positive store reputation in influencing consumer choices. It implies that consumers prioritize brands or stores with a strong and positive image, emphasizing the importance of establishing and maintaining high-quality service standards to ensure a favorable reputation. This finding underscores the interconnectedness between service quality and overall brand perception, highlighting the imperative for businesses to enhance and uphold the importance of their stores continually.

Consumer Purchase Intention

Cognitive processes primarily encompass the assessment of information related to the product or service. Research demonstrates that perceived value plays a significant role in forming purchase intentions. Wu and Chang explain that the quality of multichannel integration enhances perceived value, consequently affecting online purchase intentions (Wu & Chang, 2016). This emphasizes how consumers evaluate information across different channels, highlighting the cognitive component of their purchase decision-making processes. Further elucidating this construct, Zhao et al. highlight the impact of online reviews on consumer decision-making, where negativity bias in reviews can significantly sway purchase intentions, particularly for experience products (Zhao et al., 2015). These cognitive evaluations showcase how consumers process both positive and negative information when making purchasing decisions.

Affective responses also critically shape consumer purchase intentions. Emotions such as trust and satisfaction can profoundly impact consumer behavior. For instance, Cheong et al. illustrate that consumer confidence in online reviews significantly correlates with higher purchase intentions, indicating that emotional trust is crucial (Cheong et al., 2020). Additionally, Huang et al. discuss how tactile cues in online reviews can elicit emotional responses that influence consumers' purchasing decisions (Huang et al., 2019). This suggests that affective influences, such as emotional connections to product reviews, intertwine with cognitive assessments to shape purchase intention. Affective evaluations cater to social factors as well, demonstrated by Ahn and Lee, where attitudinal dimensions and emotional factors can influence the intention to purchase sustainable food products (Ahn & Shamim, 2022). This underscores the relevance of consumers' emotional states and social consciousness in the context of their purchasing behaviors.

The conative aspect entails the behavioral intentions or willingness to purchase. Dewi et al. found that personal innovativeness positively affects behavioral intentions, highlighting how personality traits can drive purchase intentions (Dewi et al., 2019). Additionally, the impact of group dynamics on purchase intentions is emphasized by Ahn and Lee, where social influence through shared online reviews enhances individual purchase intentions (Ahn & Lee, 2024). Such findings indicate that the drive to act (conative influence) is influenced not only by personal factors but also by social contexts. The interplay of cognitive, affective, and conative processes creates a nuanced understanding of consumer purchase intentions. For example, Woo and Kim show that

perceived functional, social, and emotional values significantly affect consumer attitudes towards green products, subsequently enhancing purchase intentions (Woo & Kim, 2019). This illustrates the interconnectedness of cognitive evaluations, emotional responses, and resultant behavioral intentions. Moreover, research by Zhang and Hu demonstrates that the quality of user-generated content directly influences purchase intentions, underscoring the need for credible and timely information in the decision-making process (Zhang & Hu, 2024). This interplay of dimensions suggests that consumer behavior is not merely a product of isolated factors but rather an intricate web of influences across cognitive, affective, and conative domains.

SWOT Matrix

SWOT matrix is crucial for developing strategic initiatives for Cloud Think. The SWOT matrix assists in aligning internal capabilities with external factors by systematically analyzing the organization's strengths, weaknesses, opportunities, and threats (SWOT). This enables the crafting of strategies well-suited to both the current state of Cloud Think and the market dynamics. By utilizing its strengths to take advantage of opportunities (SO strategies), addressing its weaknesses to capitalize on opportunities (WO strategies), using its strengths to counteract threats (ST strategies), and mitigating its weaknesses to navigate threats (WT strategies), Cloud Think can customize its approach based on a detailed understanding of its internal and external environment. This framework enhances Cloud Think's strategic positioning by promoting focus, adaptability, and a proactive response to the challenges and opportunities in the competitive environment.

Table SWOT Matrix

	S1: Good inventory management S2: Comprehensive infrastructure from manufacturer to photo and video studio S3: Having Legal Trademark S4: Cloud Think Product Reputation has been known S5: Big number of social media followers S6: Good operational workflow	W1: Poorly managed online store W2: Incomplete Management Structure W3: Lack of Human Expertise
O1: High differentiation because of low industry barrier to entrants O2: The Muslim fashion sector is very	SO1: Leverage Strong Product Reputation (S4, S5, O1) SO2: Social Media Utilization (S5, O3)	WO1: Improve online store management (W1, O2, O3, O5) WO2: Enhance management structure to support diversification (W2, O1, O3, O4)

<p>comprehensive in Indonesia</p> <p>O3: Digitalization of shopping makes the market wider</p> <p>O4: Consumers tend to buy fashion products with basic</p> <p>O5: High CCI makes Indonesia become a potential market</p> <p>O6: Consumers tend to buy products online and offline</p>	<p>SO3: Linking inventory with online store (S1, S6, O3)</p> <p>SO4: Product Differentiation (S2, S3, S4, O4, O5)</p> <p>SO6: Enter Muslim fashion segment (S2, S4, S3, O1, O2, O3, O5)</p>	<p>WO3: Investing in training programs to adapt to consumer digitalization shopping behavior (W3, O3)</p> <p>WO4: Human capital development (W3, O1, O3)</p>
<p>T1: High competition in the market</p> <p>T2: High bargaining power of buyer to make their product</p> <p>T3: High substitute products</p> <p>T4: Cannibalization to B2B business if Cloud Think started B2C business</p>	<p>ST1: Utilized Cloud Think product reputation to make brand resilience (S4, T1)</p> <p>ST2: Negotiation with buyer to make better deals (S2, T2)</p> <p>ST3: Continuous differentiation to prevent cannibalization on B2B (S2, S4, T3, T4)</p> <p>ST4: Competitive Pricing (S2, S1, T1)</p> <p>ST6: Make innovative buying program (S6, T2)</p>	<p>WT1: Improve management of online store (W1, T1)</p> <p>WT2: Differentiate the product line of B2B and B2C by enhance management structure to prevent cannibalization (W2, T3, T4)</p> <p>WT3: Strategic partnership with other businesses (W3, T2)</p>

Source: Primary Data, 2025

Strength and Opportunities (SO) Strategy

SO1: Leverage Strong Product Reputation (S4, S5, O1)

Cloud Think has successfully expanded its product reach throughout Indonesia over the past three years, primarily through a network of resellers. This extensive distribution has facilitated widespread availability and organically contributed to building the reputation of Cloud Think's products. The relatively low barrier to entry in the business landscape provides Cloud Think with a significant opportunity to differentiate its offerings and establish a unique market position. Additionally, the company can leverage its substantial social media following to enhance brand visibility further and engage with a large audience. The combination of extensive product availability, a differentiable business approach, and a solid social media presence positions Cloud

Think favorably to capitalize on market opportunities and fortify its standing in the competitive landscape.

SO2: Social Media Utilization (S5, O3)

Cloud Think's substantial social media following presents a valuable opportunity for the business to leverage the digital landscape and effectively reach consumers who have embraced online shopping behaviors. With many followers, Cloud Think can strategically utilize its social media platforms to engage with the digitally oriented consumer base. This includes showcasing products, running targeted promotions, and fostering an interactive online community. The digital space offers a direct and immediate connection with potential consumers, allowing Cloud Think to tailor its marketing strategies to the preferences and behaviors of those who have already embraced online shopping.

SO3: Linking inventory with online store (S1, S6, O3)

Since online selling is a significant aspect of Cloud Think's operations, optimizing the consumer experience becomes crucial. Integrating a robust inventory management system with a streamlined operational workflow is essential to create a seamless and efficient process for both online and offline stores. Tailoring the inventory system to cater to the unique demands of each channel ensures accurate tracking of product availability, timely restocking, and fulfillment of online orders. This synchronized approach enhances the overall efficiency of inventory management and contributes to a positive and consistent consumer experience, whether they are shopping online or in physical stores. By aligning inventory systems with operational workflows, Cloud Think can meet consumer expectations, minimize errors, and maintain high customer satisfaction across all sales channels.

SO4: Product differentiation (S2, S3, S4, O4, O5)

The favorable Consumer Confidence Index (CCI) in the Indonesian market presents a significant opportunity for Cloud Think. The high level of consumer confidence indicates a positive sentiment and trust among buyers, creating a conducive environment for businesses to thrive. Cloud Think can strategically capitalize on this opportunity by differentiating its products based on the specific needs and preferences of the market. Understanding consumer trends and demands enables Cloud Think to tailor its offerings to match or exceed expectations, fostering brand loyalty and attracting a larger share of the confident consumer base.

SO5: Enter Muslim fashion segment (S2, S3, S4, O1, O2, O3, O5)

Cloud Think holds a strategic advantage with its comprehensive infrastructure, legal trademark, and established product reputation. These assets position the company favorably to seize opportunities in a market exhibiting strong demand, innovation potential, and a significant target audience within the Muslim population. Leveraging its infrastructure, Cloud Think can drive innovation in products that cater specifically to the needs and preferences of the Muslim consumer segment. The legal trademark ensures brand protection and authenticity, adding product credibility. Furthermore, a favorable product reputation can reinforce trust among consumers. Focusing on the Muslim population, representing a substantial and often underserved market segment, aligns with the current market dynamics. Cloud Think can establish a strong foothold and build lasting relationships by tailoring products to meet this demographic's unique requirements and preferences. This strategic approach taps into a growing and influential consumer base and aligns

with the company's existing strengths, creating a synergistic opportunity for sustained growth and success.

Strength and Threat (ST) Strategy

ST1: Utilized Cloud Think product reputation to make brand resilience (S4, T1)

Cloud Think's well-established product reputation is crucial for success in the fiercely competitive market. The company should prioritize developing brand resilience to strengthen its position, ensuring its capacity to endure challenges and market fluctuations. This entails ensuring a coherent and captivating brand message across all interaction points, promptly adjusting to shifting market dynamics and cultivating robust customer engagement and loyalty. To maintain a competitive advantage, it is crucial to introduce new ideas and distinguish oneself from competitors consistently. A comprehensive strategy to handle unexpected situations can also help minimize potential hazards. A solid online presence, employee endorsement, and careful surveillance of competitor actions reinforce an enduring brand. By strategically implementing these measures, Cloud Think can safeguard its esteemed reputation and position itself as a solid and influential presence in the market, well-prepared to navigate and succeed in the challenges of the competitive landscape.

ST2: Negotiation with buyer to make better deals (S2, T2)

Cloud Think can effectively mitigate the bargaining power of buyers by strategically leveraging its comprehensive infrastructure to offer compelling deals and value propositions. By utilizing its robust operational capabilities, Cloud Think can optimize production, distribution, and inventory management efficiency, enabling cost savings that can be passed on to buyers through attractive deals. Additionally, the company can focus on building solid relationships with buyers through personalized services, loyalty programs, and responsive customer support. Offering unique and differentiated products, coupled with excellent customer service, can create a sense of value that reduces the negotiating power of buyers. Through these proactive strategies, Cloud Think can position itself as a preferred supplier, fostering customer loyalty and minimizing the impact of buyer bargaining power in the competitive market.

ST3: Continuous differentiation to prevent cannibalization on B2B (S2, S4, T3, T4)

Cloud Think is ready to undertake a strategic innovation initiative to tackle the issues of cannibalization and substitute products in the business environment. In light of these challenges, the company acknowledges the importance of adaptability and aims to utilize its robust infrastructure and established brand reputation to foster innovation. This involves the creation of novel products and services that satisfy changing consumer needs and surpass possible alternatives in the market. Cloud Think aims to leverage its extensive infrastructure to optimize production processes, minimize expenses, and improve operational effectiveness. At the same time, the company will use its well-established brand reputation to build trust and set itself apart from possible alternative options. Cloud Think aims to strategically align its innovation initiatives with its existing infrastructure and brand value. This approach allows the company to effectively address challenges related to competition and alternative products while actively influencing market trends and establishing itself as a prominent leader in the industry.

ST4: Competitive Pricing (S2, S1, T1)

Facing a highly competitive market, Cloud Think recognizes the imperative of offering products with competitive pricing. Effective cost management through sound financial practices and strategic resource allocation is pivotal. Leveraging its comprehensive infrastructure, Cloud Think can optimize operational efficiency, streamline production processes, and negotiate favorable deals with suppliers, contributing to cost reduction. Focusing on efficient supply chain management and logistics, enabled by the company's robust infrastructure, can further enhance cost-effectiveness. Additionally, innovative approaches to production and leveraging economies of scale can contribute to competitive pricing. Cloud Think aims to provide cost-effective products, meet market demands, and sustain competitiveness in the dynamic business landscape by synergizing good management practices with its infrastructure advantages.

ST6: Make innovative buying program (S6, T2)

Cloud Think aims to develop innovative buying programs by capitalizing on its well-established and efficiently operating infrastructure to maintain buyer bargaining power and sustain a consistent revenue stream. The company can design creative and customer-centric purchasing programs by leveraging the operational excellence already in place. This could involve loyalty programs, bulk purchase discounts, exclusive promotions, or personalized offerings based on customer preferences. The goal is to attract and retain buyers and provide added value that differentiates Cloud Think. By innovating in its approach to buyer engagement and purchasing incentives, the company can solidify its relationship with customers, enhancing their satisfaction and loyalty while maintaining a robust revenue stream. This strategic initiative aligns with the broader goal of sustaining buyer influence and market competitiveness.

Weakness and Opportunity Strategy (WO) Strategy**WO1: Improve online store management (W1, O2, O3, O5)**

Given the highly digitalized market landscape with a high Consumer Confidence Index (CCI) and a lucrative Muslim fashion market, Cloud Think recognizes the importance of addressing weaknesses in its online store management. The company prioritizes enhancing and maintaining its online store infrastructure to prevent vulnerabilities. This involves implementing robust e-commerce platforms, optimizing user experience, and ensuring seamless transactions. By investing in technology and online store management, Cloud Think aims to capitalize on the digital market's potential while mitigating weaknesses. This strategic focus aligns with the dynamic nature of the digitalized market, positioning Cloud Think to better cater to consumer preferences, capitalize on opportunities, and maintain a strong presence in the thriving online fashion segment.

WO2: Enhance management structure to support diversification (W2, O1, O3)

Acknowledging the intense competition in the market and the digitalization of shopping behavior, Cloud Think recognizes the necessity of enhancing its organizational structure to remain agile and adaptable in adjusting strategies. The company aims to fortify its business structure to respond more to market dynamics and changing consumer preferences. This involves optimizing internal processes, fostering cross-functional collaboration, and ensuring clear communication channels. By creating a flexible and dynamic organizational framework, Cloud Think can more effectively assess market trends, swiftly adjust its strategies, and seize emerging opportunities. This strategic move aligns with the imperative to stay competitive in a rapidly evolving business

landscape and positions Cloud Think for sustained success in the face of market challenges and digital transformations.

WO4: Human capital development (W3, O1, O3)

Recognizing the inevitability of digitalization and the intense competition in the market, Cloud Think is proactively addressing challenges stemming from its lack of experience in the B2C (Business-to-Consumer) segment and a deficit in human expertise. The company is implementing a strategic training program to develop and enhance its workforce's skills. This initiative encompasses training sessions focused on the intricacies of B2C operations, digital marketing strategies, e-commerce dynamics, and customer engagement in the digital era. By investing in human resource development, Cloud Think aims to empower its employees with the knowledge and capabilities required to navigate the complexities of the digital landscape and excel in a competitive market. This strategic move underscores Cloud Think's commitment to staying ahead of industry trends and ensuring its team is well-equipped to contribute to its success in the digital age.

Weakness and Thread Strategy (WT) Strategy

WT1: Improve management of online store (W1, T1)

Given the high level of competition in the market, maintaining a well-managed online store has become imperative for Cloud Think. Recognizing this necessity, the company is taking proactive steps to enhance and upkeep its online retail platform. This includes optimizing the user experience, ensuring seamless navigation, and implementing efficient e-commerce management practices. By prioritizing the maintenance of its online store, Cloud Think aims to provide customers with a streamlined and enjoyable shopping experience, ultimately differentiating itself in a crowded market. This strategic focus aligns with the digital shift in consumer behavior and positions Cloud Think to meet and exceed customer expectations in online retail.

WT2: Differentiate the product line of B2B and B2C by enhance management structure to prevent cannibalization (W2, T3, T4)

Cloud Think is strategically enhancing its management structure to fortify its position in the market and counter the threats posed by substitute products while avoiding cannibalization. Adding a dedicated Research and Development (R&D) division fosters innovation. This division will be instrumental in conducting market research, identifying emerging trends, and developing new and unique products that set Cloud Think apart from substitutes. The R&D division's focus on innovation will help differentiate Cloud Think's offerings and ensure the company stays ahead of industry trends. By proactively investing in research and development, Cloud Think is poised to navigate the challenges of substitutes, strengthen its product portfolio, and maintain a competitive edge in the dynamic market landscape.

WT3: Strategic partnership with other businesses (W3, T2)

Recognizing the high bargaining power of buyers and aiming to address its weaknesses in B2C business, Cloud Think is strategically focusing on collaboration and providing optimal deals to customers. By forging solid alliances and partnerships, Cloud Think can enhance its offerings and provide added value to buyers. This collaborative approach strengthens customer relationships and leverages partners' expertise to compensate for gaps in B2C knowledge. Additionally, by offering competitive deals and favorable terms, Cloud Think can mitigate the impact of buyer bargaining power, fostering customer loyalty and satisfaction. This strategic move aligns with the company's

commitment to delivering value, building strong connections with its customer base, and navigating the challenges of competitive market dynamics.

Conclusion

Fashion is one primary human need, and its demand will always grow. Cloud Think, one of the fashion business brands, has faced several problems that resulted in a decline in its sales and needs several strategies to stay in business. Cloud Think understands how its consumers behave to make the best strategy for the brand. The research has discovered that most consumers tend to purchase fashion products on both offline and online channels, are aware of the quality of the product, tend to use the product that they already know, compare the price for the product that they will purchase, and aware for the store reputation where they will purchase the product.

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