

Influence of Geographical Location and Online Marketing Strategy on Sales Grocery Store in Bandung

Dora, Yenny Maya; Roespinoedji, Djoko; Roespinoedji, Roeshartono

Abstract: The COVID-19 pandemic throughout 2020 has hit the business development of several Micro, Small & Medium Enterprises (MSMEs). Therefore, marketers have to rack their brains to be able to market their products to consumers. The grocery store is one of the small businesses that has not escaped the impact of the Covid 19 pandemic. To be able to survive during the Covid 19 Pandemic, we have to work around this. Starting from focusing on digital marketing through websites that are used as e-commerce, social media, search engines, selling through the marketplace, and forming a reseller team to sell their products. To continue to increase sales in limitations and increasingly fierce competition, grocery stores are required to be proactive and increase their capabilities and potential. This study aims to develop an online marketing strategy and geographical location using Grabmart to increase grocery store sales. Bearing in mind the importance of the issue the present study also considered the role of geographic location of the brands regarding their sales. The research method used is a type of qualitative research with a descriptive approach. Data were collected using interviews and distributing questionnaires to the owners of the grocery store in South Bandung. Data analysis using SWOT analysis. The results showed that the results of the internal factor IFE value of 3.90. Where the total value of strength is 2.44 and the value of weakness is 1.46. And the external factor EFE obtained a value of 4.02. Where the total value of the opportunity is 1.96 and the total value of the threat factor is 2.07. From these results, the marketing strategy that must be carried out by the grocery store is an aggressive growth strategy. Additionally, the results of the study revealed that geographic location of the store also influences its strategy and sales.

Keywords: Geographical location, Marketing Strategy, Grocery Store