

## **ABSTRACT**

*The food and beverage business in Semarang city continues to grow so fast every year. However, in addition to the business growth rate which always grows every year, the number of players (trademarks) also increases, both foreign and local, both franchised and non-franchise, which means the market is getting narrower because more and more new competitors are entering, for that Chockles should always take breakthroughs in order to be able to develop following a dynamic market so as to be able to continue for still compete and remain the community's choice amidst the onslaught of old players and new competitors. The purpose of this research is to increase scientific understanding of how innovations are created and developed in the face of current and future challenges given the uncertain business conditions. This shows that the challenges and determinants of business continuity are one of the things that affect the design of innovation in achieving competitive advantage. Informants employed in this study were proprietors and workers of Chockles. The method of data collecting is via employing interviews. The data analysis method employed is a qualitative analysis with an interactive model. Based on the study that has been done, it can be stated that the rising tough rivalry makes Chockles need to make the Chockles brand able to fight with old and new competitors. Chockles also need to keep prices affordable by specializing in existing flavors. The goal is that Chockles is able to maintain a consistent taste in accordance with the wishes of customers who also want to enjoy the same taste. The way chockles management designs the determinant of business success in order to achieve competitive advantage is the location of the outlets. The location considered for the Chockles outlet is a location that is close to the place of students and students, namely those in the university, campus or boarding area. In addition, in carrying out a branding strategy, Chockles management tries to do strong branding through social media.*

**Keywords:** *competitive advantage, strategy, business success factor*