

ABSTRACT

This research focuses on developing a sustainable business strategy for Tekari Coffee Shop in Semarang. The aim of this study is to evaluate the current business position using SWOT analysis and to formulate strategies that can be implemented to address internal weaknesses and leverage external opportunities. Through this approach, the research seeks to identify effective strategies to enhance the competitiveness of Tekari Coffee Shop amidst the intense competition in the coffee industry.

The results indicate that Tekari Coffee Shop has strong market potential, particularly due to high consumer interest in unique and affordable coffee products. However, there are still internal challenges, such as incomplete online business information and weak marketing strategies. Therefore, improving internal aspects such as marketing, service, and business management becomes key to strengthening the competitiveness of this coffee shop.

The conclusion of this study states that implementing a business strategy focused on enhancing service quality and effective marketing will strengthen Tekari Coffee Shop's position in the market. With the right strategy, Tekari Coffee Shop has a great opportunity to grow in the dynamic and competitive coffee industry.

Keywords: *Business Strategy, Coffee Shop, SWOT Analysis, Market Potential, Marketing.*