

## DEVELOPING VAZA CLINIC BUSINESS STRATEGY USING SWOT ANALYSIS APPROACH.

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### Article History

Received: 05 June 2024

Accepted: 01 August 2024

Published: 24 August 2024

### Abstract

Skincare is a crucial element in the beauty industry. Beauty continues to evolve and has become essential, especially for women who want to look attractive, leading to the expanding global skincare industry, including in Indonesia. Herbal skincare with diverse service products and significant capital requires strategic planning. The Strategic Business Plan for Achieving Goals in Current Competition aims to develop a strategic business plan for Vaza Skincare Herbal Cosmetics Galactomyces. The research method involves descriptive analysis using a qualitative approach in processing primary and secondary data. Decision-making uses SWOT analysis, Internal Factor Analysis Strategy (IFAS), and External Factor Analysis Strategy (EFAS). The research results in a strategic business plan design for Vaza Skincare Herbal Cosmetics Galactomyces. Currently, Vaza Skincare Herbal Cosmetics Galactomyces only holds and maintains Cell V, with recommended strategies being market penetration and product development. Marketing strategies should be developed to increase purchases of Galactomyces herbal cosmetics and expand market share through mass communication such as informative advertising, persuasive advertising, reminder advertising, and reinforcement advertising. Another strategy is implementing digital communication through display, likes, comments, sharing, and satisfaction scores on Google Reviews to involve all managers and employees in the success of implementing the strategic plan for Vaza Skincare Herbal Cosmetics Galactomyces by ensuring strong commitment.

**Keywords:** Vaza Skincare, Herbal Cosmetics Galactomyces, Strategic Planning

### A. INTRODUCTION

Skin care is an essential element in the world of beauty. Beauty continues to evolve over time and has become a necessity, especially for women who desire external beauty. This has resulted in the expansion of the skin care industry worldwide, including in Indonesia. Indonesia is part of today's cutting-edge lifestyle, evidenced by the high production of skin care products in the country, with sales increasing year by year for both domestically produced and imported skin care products. The women's beauty industry is quite dynamic, attracting many companies with various skin care brands to enter and develop the market in Indonesia.

Aside from that, the desire of many women to look beautiful as a form of self-expression, considering beauty as an important aspect and even a necessity, is another reason why more producers are targeting this market as a profitable opportunity. This has led to the emergence of a wide variety of beauty care products designed to help women achieve a beautiful appearance, giving consumers many options in choosing cosmetics. Numerous beauty products can be found on the market, offered in various packaging, forms, prices, and uses. Many skin care or beauty product companies compete to meet women's needs in this area, making the cosmetics market a highly lucrative one for producers.

Today, business plans or ventures that are marketable and have significant potential include skin care and beauty products. Nowadays, skin care and beauty products have become essential items for many people, especially women, raising awareness and importance in taking care of one's skin and body. With the growing popularity of skin care in society, this creates the right opportunity to develop a business. This business opportunity is a great idea. Vaza Skincare is a beauty clinic business established to provide a variety of beauty products for everyone, both women and men.(Hakim et al., 2024)

## **B. LITERATURE REVIEW**

According to Kotler and Keller (2016), advertising can increase brand awareness, consumer perception, and purchase intention. Effective advertising can build brand relationships with consumers and foster loyalty.

Hypothesis Development:

H1: An appropriate marketing strategy can increase brand awareness of Vaza Skincare among its target market.

Variables:

1. Marketing Strategy: Activities carried out by the company to achieve its marketing objectives, such as advertising, promotions, and public relations.
2. Brand Awareness: The level of consumer knowledge and understanding of the Vaza Skincare brand.
3. Target Market: The group of consumers that Vaza Skincare aims to reach with its products and strategies.

Relationship:

1. An appropriate marketing strategy, such as engaging and informative advertising, can enhance brand awareness among the target market. The more consumers know and understand Vaza Skincare, the greater the likelihood they will purchase its products.

Hypothesis 2 (H2): The use of natural and high-quality ingredients in Vaza Skincare products can enhance consumer trust and loyalty.

Variables:

1. Natural and high-quality ingredients: The ingredients used in Vaza Skincare products are derived from nature and are of high quality.
2. Consumer trust: Consumers' confidence that Vaza Skincare products are safe and effective.

3. Consumer loyalty: Consumers' commitment to the Vaza Skincare brand and their willingness to purchase its products repeatedly.

Relationship:

1. The use of natural and high-quality ingredients in Vaza Skincare products can enhance consumers' trust in the brand. Consumers who believe that Vaza Skincare products are safe and effective are more likely to make repeat purchases, thereby increasing their loyalty.

H3: The development of personalized skincare products tailored to consumer needs can increase Vaza Skincare's sales.

Variables:

1. Personalized skincare product development: Vaza Skincare products specifically designed to meet individual consumer needs.
2. Consumer needs: Consumers' desires and expectations for skincare products.
3. Sales: The number of Vaza Skincare products sold within a specific period.

Relationships:

1. Developing skincare products that are personalized and meet consumer needs can increase consumer satisfaction. Consumers who are satisfied with Vaza Skincare products are more likely to repurchase, thereby increasing sales."

H4: Utilization of social media and beauty influencers can increase the market reach of Vaza Skincare

Variables:

1. Social Media Utilization: The use of social media platforms such as Instagram, Facebook, and Twitter to promote Vaza Skincare products.
2. Beauty Influencers: Individuals who have significant influence on social media and are followed by many people interested in beauty.
3. Market Reach: The number of people who are aware of and interested in Vaza Skincare products.

Relationships:

1. Utilizing social media and beauty influencers can increase the visibility of Vaza Skincare products to a wider audience. The more people who know about Vaza Skincare, the greater the chance they will purchase it, thereby expanding market reach.



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## Figure 1. Conceptual Framework

*Source: Research Review, 2024*

### C. RESEARCH METHODOLOGY

This research is based at Vaza Skincare Herbal Cosmetics Galactomyces. It collects external information through the analysis of documents or government websites regarding geography, demographics, socioeconomic factors, as well as information about Vaza Skincare and existing policies. Groundwork information is gathered through the Inner Figure Examination Procedure (IFAS) and Outside Figure Investigation Procedure (EFAS) to identify issues, strengths, weaknesses, and development plans for the unit. Internal factors are analyzed using SWOT analysis as strengths and weaknesses, while external factors are considered as opportunities and threats. The next step is coordinating the organization, where the team assigns weights to both internal and external factors. The Inner Figure Examination Procedure (IFAS) and Outside Figure Investigation Procedure (EFAS) are used to determine alternative strategies and targets for key services and marketing strategies to be implemented. The subsequent activity involves risk mitigation planning, leading to the determination of the strategy to be applied in the choice organization. (Sujarwo, 2013)

### D. RESULT AND DISCUSSION

The vision of Vaza Skincare Herbal Cosmetics Galactomyces is to make Vaza Skincare innovative, leading, and trusted, and to establish the clinic as a necessity for everyone. This vision is the result of an agreement aiming to achieve the desires, hopes, and aspirations of Vaza Skincare Herbal Cosmetics Galactomyces by the year 2026.

According to David (2013), the accuracy of a statement should be evaluated based on nine components: a) Customers, b) Products or services, c) Market (Showcase), d) Technology, e) Actions for survival, growth, and profitability, f) Philosophy, g) Having a position of advantage or self-assessment results, h) Containing values and focus for the public, i) Containing values and attention for employee expectations. Therefore, the team at Vaza Skincare Herbal Cosmetics Galactomyces has agreed to project the organization's image to customers in the above mission. The mission of Vaza Skincare Herbal Cosmetics Galactomyces includes: a) Vaza Skincare Herbal Cosmetics Galactomyces is dedicated to helping people look beautiful and charming. b) Using the latest anti-aging herbal cosmetic technology. c) Employing competent doctors and staff who meet operational service standards. d) Customer comfort and satisfaction are the primary goals. e) Always providing the best service.

#### Analysis SWOT

##### 1. Geography

Vaza Skincare Herbal Kosmetik Galactomyces is located at Jl. Protokol I Blok 9 no. 8, Melong Asih. The location was chosen based on the following reasons: a) Strategic location, situated in an area close to office buildings and schools. b) Adjacent to Indomaret, Alfamart, Dan+Dan, Tekun Coffee, Jatinangor House, Mixue, D'besto, and Sabana Chicken. c) Easy access due to its location on a main road.

## 2. Demographics

According to the 2020 data from the Central Bureau of Statistics (BPS) of Cimahi City, the population in Melong Sub District is 18,244 people. Of this number, 9,115 are male and 9,129 are female. The population density in Melong Sub District is 14,142 people per square kilometer. The majority of the population in Melong Sub District is of productive age, between 15-64 years old (63.4%). Age distribution: 0-14 years: 28.3%, 65 years and older: 8.3%.

## 3. Socioeconomic

The majority of the population in Melong Sub District works in the service sector (52.1%). Other sectors include industry (23.4%), trade (16.2%), and agriculture (8.3%). According to the 2020 data from BPS Cimahi City, the unemployment rate in Melong Sub District is 5.21%. The poverty rate in Melong Sub District is 8.12%. The majority of the population in Melong Sub District has completed junior high school (36.6%). Educational attainment: Elementary school: 32.2%, Senior high school: 22.2%, Diploma/Bachelor's degree: 7.5%, Master's/Doctorate degree: 1.5%.

## 4. Competitor Skin Care

Some competing skincare brands near Vaza Skincare Herbal Kosmetik Galactomyces include: a) Natasha Skin Clinic Cimahi. b) Wardah Beauty Advisor Melong. c) Viva Cosmetics. d) Emina Cosmetics. e) Skin Dewi Cimahi. f) ElsheSkin Cimahi. g) Skin Game Cimahi. h) Something Official Store Cimahi. i) Avoskin Official Store Cimahi..

## Internal Condition Analysis

Internal factors consist of strengths and weaknesses within the planning framework. Strengths are opportunities and potentials that can be developed and support the planning development concept. Weaknesses, on the other hand, are aspects of problems and deficiencies related to both physical and non-physical aspects that can hinder progress and require urgent attention within the planning framework.

Table 1 Internal Condition (*strength*)

<i>NO</i>	<i>Strengths</i>	<i>Weight</i>	<i>Rating</i>	<i>Score</i>
1	Strategic location	0,1	4	0,4
2	No other skincare brands in the area	0,1	4	0,4
3	Established service standards	0,07	3	0,21
4	Fast service	0,07	3	0,21
5	Always available product stock	0,07	3	0,21
6	Affordable prices	0,07	3	0,21
7	Strong brand image	0,07	3	0,21
8	Comprehensive facilities	0,07	3	0,21
9	Anti-aging services available	0,1	4	0,4
10	Unique product offerings	0,07	3	0,21

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11	Available anti-aging specialists	0,1	4	0,4
12	Complete treatment equipment	0,07	3	0,21
13	Modern room ambience	0,07	3	0,21
Tot		1.00		3,49

Table 2 Internal condition (*Weakness*)

<i>No</i>	<i>Weakness</i>	<i>Weight</i>	<i>Rating</i>	<i>Score</i>
1	Doctors are not always on-site	0,16	4	0,64
2	Limited staff for services	0,14	3	0,42
3	Insufficient parking area	0,14	3	0,42
4	Management program is not yet operational	0,14	2	0,28
5	Product stock reports are not well-organized	0,14	2	0,28
6	Financial reports are not prepared	0,14	3	0,42
7	Doctor consultations are handled by only one doctor.	0,14	2	0,28
Total		1,00		

### Analysis of External Conditions

External factors consist of opportunities and threats arising from policies or external conditions that may support or hinder the planning development process. External factors need to be analyzed because they are uncontrollable, and thus, the business development concept must be adaptable.

Table 3 External Condition (*Opportunity*)

<i>NO</i>	<i>Faktor Peluang</i>	<i>Weight</i>	<i>Rating</i>	<i>Score</i>
1	Increased demand for product services	0,20	4	0,8
2	Cijerah is a densely populated area	0,15	4	0,6
3	The community is very concerned about beauty	0,15	4	0,6
4	Consumer loyalty due to good products	0,10	3	0,3
5	The internet is a powerful marketing tool	0,10	3	0,3

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6	The average population consists of civil servants	0,10	3	0,3
7	There are no reliable competitors yet	0,10	3	0,3
8	No competitors with complete services yet	0,10	3	0,3
Total		1,00		3,5

Tabel 4 Eksternal Conditions (*Threats*)

<i>No</i>	<i>Threats</i>	<i>Weight</i>	<i>Rating</i>	<i>Score</i>
1	Many consumers purchase products online	0,20	4	0,8
2	Consumers are easily influenced by ads from other skincare brands	0,20	3	0,6
3	Rising raw material costs	0,12	2	0,24
4	More skincare brands are opening new branches near the clinic, offering beauty care products	0,12	2	0,24
5	Competitor services are starting to be considered	0,12	3	0,24
6	Competitors have larger promotions	0,12	3	0,24
7	Lower discounts at other skincare brands	0,12	3	0,24
Total		1.00		2,6

**Analysis of Conditions**

Table 5 Matriks *SWOT*

<i>SWOT VAZA SKINCARE</i>	<i>INTERNAL</i>	
	<i>Strength (S)</i>	<i>Weakness (W)</i>
	<ol style="list-style-type: none"> <li>1. Strategic location</li> <li>2. No other skincare businesses in the area</li> <li>3. Standardized service</li> </ol>	<ol style="list-style-type: none"> <li>1. Doctor is not always on-site</li> <li>2. Limited staff for service</li> <li>3. Insufficient parking area</li> </ol>

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<p style="text-align: center;"><b>EKSTERNAL</b></p>	<ol style="list-style-type: none"> <li>4. Fast service</li> <li>5. Product inventory is always available</li> <li>6. Affordable prices</li> <li>7. Strong brand image in the community</li> <li>8. Complete facilities</li> <li>9. Anti-aging services available</li> <li>10. Offers a distinctive herbal skincare with galactomyces that is highly favored by consumers</li> <li>11. Anti-aging doctor available</li> <li>12. Herbal products with galactomyces content</li> <li>13. Modern room ambiance</li> </ol>	<ol style="list-style-type: none"> <li>4. Management program is not running well</li> <li>5. Product inventory reports are not well-organized</li> <li>6. Financial reports are not yet prepared</li> <li>7. Patient consultations are handled by only one doctor</li> </ol>
<p style="text-align: center;"><b><i>Opportunities (O)</i></b></p>	<p style="text-align: center;"><b>STRATEGY (SO)</b></p>	<p style="text-align: center;"><b>STRATEGY (WO)</b></p>
<ol style="list-style-type: none"> <li>1. Demand for beauty services is increasing</li> <li>2. Cijerah is a densely populated area</li> <li>3. The community is very concerned with beauty and wants to look attractive and youthful</li> <li>4. Consumer loyalty due to good service</li> <li>5. The internet is a powerful marketing tool</li> <li>6. The average population are civil servants</li> <li>7. There are no reliable competitors yet</li> <li>8. No competitors have comprehensive services like pico laser, CO2 laser, and mesotherapy</li> </ol>	<ol style="list-style-type: none"> <li>1. Improving the service standards for products</li> <li>2. Increasing product inventory to ensure availability</li> <li>3. Enhancing engagement with consumers</li> <li>4. Providing education both online and offline about aging and beauty</li> <li>5. Continuously updating with the latest products</li> </ol>	<ol style="list-style-type: none"> <li>1. Preparing a substitute doctor in case the regular doctor is unavailable</li> <li>2. Increasing the number of employees</li> <li>3. Expanding the parking area</li> <li>4. Improving the management system for product intake and output</li> <li>5. Organizing product inventory reports</li> <li>6. Preparing financial reports properly</li> <li>7. Increasing the number of practicing doctors</li> </ol>

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<i>Threats (T)</i>	<b>STRATEGY (ST)</b>	<b>STRATEGY (WT)</b>
<ol style="list-style-type: none"> <li>1. Many consumers buy products online</li> <li>2. Consumers are easily swayed by advertisements from other skincare brands</li> <li>3. Rising raw material costs</li> <li>4. Increasing number of new skincare clinics opening branches near the clinic, selling beauty care products</li> <li>5. Competitors' skincare services are starting to attract consumer attention</li> <li>6. Competitors' promotions are larger</li> <li>7. Vaza Skincare offers lower discounts compared to similar products at other beauty clinics.</li> </ol>	<ol style="list-style-type: none"> <li>1. Provide online sales services.</li> <li>2. Innovate in the services and products offered to consumers.</li> <li>3. Intensify promotions more extensively.</li> <li>4. Prioritize the best quality and service for patients.</li> <li>5. Collaborate with other parties to offer discounts to consumers.</li> </ol>	<ol style="list-style-type: none"> <li>1. Recruit staff to be employed as a digital marketing administrator for the clinic.</li> <li>2. Learn new knowledge about product promotion and marketing.</li> <li>3. Innovate the products being sold.</li> <li>4. Sell products through e-commerce.</li> </ol>

Calculation of Internal and External Factors:

$X = \text{Strengths} - \text{Weaknesses}$

$X = 3,49 - 2,74 = 0,75$

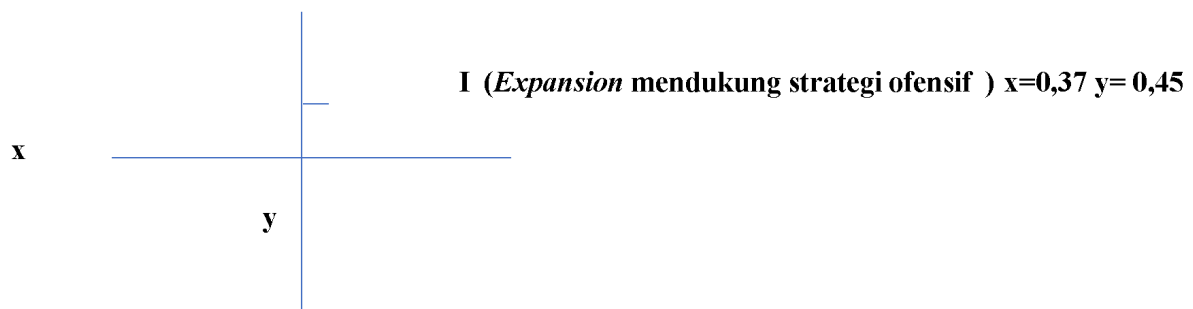
$X = 0,75 : 2 = 0,37$

External Factors:  $Y = \text{Opportunities} - \text{Threats}$

$Y = 3,5 - 2,6 = 0,9$

$Y = 0,9 : 2 = 0,45$

**Diagram Matrik SWOT**



**Quadrant 1:** A favorable situation means having both opportunities and strengths, which allows the exploitation of available opportunities. The strategy to be established is to support an aggressive growth policy. (*Growth oriented strategy*).

**Diagram 1 matrik SWOT (Posisi)**

## Discussion

According to Bowe W (2023), Galactomyces is a yeast fermentation extract rich in vitamins, minerals, and antioxidants. This ingredient possesses anti-inflammatory and anti-aging properties that can help enhance hydration, brighten the skin, and reduce the appearance of fine lines and wrinkles.

Social Media: According to Kaplan and Haenlein (2010), social media refers to a group of internet-based applications built on the ideology and technology of Web 2.0, which enable the creation and exchange of user-generated content. Influencers: De Veirman, Cauberghe, and Hudders (2017) define influencers as individuals who have the ability to affect the attitudes or behaviors of their audience on social media, based on their authority, knowledge, position, or relationship with their audience.

Vaza Skincare highlights the challenges faced by beauty clinics that focus on herbal cosmetics with galactomyces content in the dynamic Indonesian market. With the competition from new brands appealing to millennials who tend to prefer natural skincare products, Vaza Skincare needs to adopt effective marketing strategies to enhance brand awareness and sales. These strategies include educating consumers about the benefits of galactomyces, utilizing social media, creating content that highlights product advantages, and collaborating with influencers and leveraging user-generated content. These efforts aim to align with current beauty needs and trends, as well as build customer trust and loyalty through engaging and informative content.

## E. CONCLUSION

This research is located at Vaza Skincare Herbal Cosmetics Galactomyces. It involves collecting external information through the analysis of documents or government websites regarding geography, demographics, socio-economics, and Vaza Skincare, as well as existing policies. Groundwork information is gathered through the Inner Figure Analysis Procedure (IFAS) and Outer Figure Analysis Procedure (EFAS) to identify issues, strengths,

weaknesses, and unit development plans. Internal factors are analyzed with SWOT Analysis as strengths and weaknesses, while external factors are considered as opportunities and threats. The next activity is coordinating the organization, where the drafting team weights internal and external factors. IFAS and EFAS are used to determine alternative strategies and targets for flagship services and marketing strategies. The following activity involves risk mitigation, so that in the choice organization, the strategy to be implemented is determined.

Based on the analysis above, it can be concluded that Vaza Skincare Herbal Cosmetics Galactomyces has significant opportunities for growth in the skincare industry. The clinic needs to focus on improving service quality, developing innovative products, and implementing effective marketing strategies to face increasingly intense competition. Vaza Skincare, a beauty clinic specializing in herbal beauty products with galactomyces content, is facing increasing competition in the Indonesian market. They aim to attract the attention of millennials who prefer natural skincare products by implementing marketing strategies that involve consumer education, effective use of social media, highlighting product advantages, and collaborating with influencers and user-generated content.

By focusing on current beauty trends and needs, Vaza Skin Care strives to expand its market share and build customer trust through engaging and informative content. In conclusion, Vaza Skincare aims to remain relevant and competitive in a dynamic market with marketing strategies focused on education, social media, and collaboration with external parties. Based on the research analysis and conclusions discussed, Vaza Skincare can take the following steps: 1). Strengthen targeted marketing strategies by deepening consumer education. Vaza Skincare can expand consumer education reach by creating more in-depth and informative content about products, ingredients, and their benefits. This can be done through various platforms, such as websites, social media, and email marketing. Additionally, by optimally utilizing social media with engaging and interactive content, and establishing active communication with followers. Collaboration with influencers and content creators relevant to the target market should also be considered to enhance brand awareness and engagement. Furthermore, highlight product advantages, such as the natural and beneficial galactomyces content. This can be achieved through customer testimonials, scientific studies, and comparisons with competitor products. Also, expand cooperation with external parties: Vaza Skincare can broaden its collaboration with external parties, such as beauty clinics, cosmetic stores, and e-commerce platforms, to increase market reach and boost sales. 2). Improve service quality by providing staff training, enhancing operational standards, and ensuring customer satisfaction. Additionally, offer personalized services to customers by understanding their individual needs and preferences. This can be done through in-depth consultations, skin analyses, and appropriate product recommendations. Then, create a positive customer experience: Vaza Skincare needs to create a positive customer experience at all contact points, from the ordering process to post-treatment. This can be achieved by providing friendly and professional service and offering comfortable and modern facilities. 3. Develop innovative products by conducting research and product development to create new and innovative products that meet market needs. Then, Vaza Skincare should offer a wider range of products to address various skin types and issues. Utilize technology to develop more advanced and effective products, such as those with new formulations or nano

technology. 4. Monitor and evaluate the performance of marketing strategies, services, and products regularly to ensure effectiveness and identify strengths, weaknesses, opportunities, and threats. Adjust strategies and programs based on monitoring and evaluation results.

By taking these steps, Vaza Skincare is expected to improve its competitiveness in the market, expand its market share, and achieve its business goals. Based on the research and analysis conducted, the following recommendations for Vaza Skincare's business development are: 1. Consider internal and external factors in the business planning analysis. 2. Internal factors include strengths and weaknesses that can support or hinder planning development, such as strategic location, service standards, and shortcomings like an underperforming management program. 3. External factors, such as opportunities and threats, need to be considered in business development because these factors can influence the planning development process.

Practical recommendations: Enhance product service standards, ensure product availability, increase consumer engagement, prepare backup doctors, increase staff numbers, expand parking areas, and improve the management system for entering and exiting.

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