

ABSTRACT
(ARTICLE RESUME)

**MARKETING STRATEGY USING SWOT ANALYSIS IN
PHARMACIES**

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SWOT analysis is a method used to evaluate the strengths, weaknesses, opportunities and threats that exist in a business. In the context of a pharmacy, a SWOT analysis can help pharmacy owners to identify internal and external factors that can affect their business performance.

The application of SWOT analysis can assist pharmacies in formulating an effective marketing strategy. First, an analysis of the pharmacy's internal strengths and weaknesses can help pharmacy owners to identify their competitive advantages and areas for improvement. For example, a pharmacy's strengths could be its skilled staff and diverse product offering, while weaknesses could include inadequate infrastructure or lack of effective promotion.

The research method used in this paper is a case study by collecting primary and secondary data. Primary data was obtained through interviews with pharmacy owners and questionnaires distributed to consumers. Secondary data was obtained through literature search and documentation study. Furthermore, a SWOT analysis is carried out based on the collected data to determine the appropriate marketing strategy.

The results showed that pharmacies have strengths such as expertise in providing health services, cooperation with doctors, and an extensive distribution network. However, there are weaknesses such as limited promotions and lack of product diversification. Opportunities that can be utilized by pharmacies include increasing public awareness about health and the important role of pharmacies in health services, as well as increasing demand for health products. The threats faced by pharmacies include high competition, regulatory changes, and technological developments.

This discussion emphasizes the importance of involving the entire pharmacy team in the SWOT analysis process and formulating marketing strategies. By involving a diverse staff, pharmacy owners can gain valuable perspectives and ideas to address challenges and take advantage of opportunities.

The conclusion from the importance of SWOT analysis in pharmacy marketing strategy is that by understanding existing strengths, weaknesses, opportunities and threats, pharmacies can develop marketing strategies that focus on their competitive advantages and take advantage of existing market opportunities. SWOT analysis also helps pharmacies to face threats and overcome weaknesses.

Keyword : Marketing Strategy, SWOT analysis, pharmacy.