

FACING BUSINESS COMPETITION: BUSINESS STRATEGY POLICIES TO REMAIN RELEVANT AND COMPETITIVE

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Abstract

In the era of globalization and rapid market dynamics, companies are faced with increasingly complex challenges in maintaining their competitiveness. This research aims to identify and analyze effective business strategy policies in facing intense business competition, so that companies can remain relevant and able to compete sustainably. The research method used involves literature study to understand the conceptual framework and analytical framework relevant to business strategy policy. Next, this research will collect empirical data through interviews with key stakeholders in the relevant industry and analyze the data using a qualitative approach. The research results show that implementing a holistic strategy, involving innovation, effective marketing, focus on customer satisfaction, careful risk management, collaboration and employee development, has a positive impact on the company's competitive advantage. Innovative strategies and targeted marketing help companies win and maintain market share, while a focus on customer satisfaction is key to building long-term relationships. Careful risk management increases a company's resilience amidst uncertainty, and collaboration with strategic partners opens up growth opportunities. Employee development through continuous training ensures the presence of a team that is skilled and ready to face changes in the business environment. Thus, the overall research findings support the importance of an integrated approach to building the foundations of competitive advantage and business continuity.

Keywords: Business Competition, Policy, Business Strategy.

A. INTRODUCTION

In the business world that continues to develop, competition is a necessity involving various types of businesses and industries. With the emergence of various platforms such as conventional shops, online marketplaces, websites and social media, every individual now has easier access to get involved in the business world (Yuliaty et al, 2020). However, this phenomenon also has an impact on increasingly tight competition, where business players have to compete not only with similar players, but also with various business scales (Simbolon, 2013).

On the one hand, competition provides a positive stimulus to continue to innovate and develop. The existence of competitors spurs companies to develop superior products or services, provide better customer service, and look for more effective marketing strategies (Fatihudin & Firmansyah, 2019). Competition also drives operational efficiency, forcing companies to improve quality and effectiveness in various aspects of their business (Rosyida et al, 2020).

However, on the other hand, competition can be intimidating, especially if the competitor is a larger scale business. Success in facing intense competition requires creativity, resilience, and the ability to identify opportunities amidst challenges (Abdi & Febriyanti, 2020). In facing larger competitors, a strategy of focusing on competitive advantage, personalized customer service, and flexibility in adapting to market changes can be the key to remaining relevant and developing amidst fierce competition (Rahmasari, 2023).

In the context of the current era, consumers enjoy significant benefits from wider opportunities in choosing products or goods that suit their wants and needs. Increased accessibility through various platforms such as online stores, marketplaces and social media gives consumers the freedom to compare and choose the most suitable product (Surveyandini, 2022). Thus, the focus of marketing has shifted from simply reaching customers towards maximizing efforts to ensure that the products or goods offered can meet consumer needs and desires, creating customer satisfaction as the main goal (Budiarti, 2023).

The challenges of increasingly fierce competition require companies to not only think about how products reach customers, but more about how these products provide significant added value in meeting consumer needs (Sukiarti et al., 2016). In an effort to achieve competitive advantage, companies must continue to look for the right tips to survive in a dynamic market. Companies adapting to the latest developments is an absolute necessity, describing adaptability as the key to remaining relevant and able to compete in an ever-changing business environment (Soedibyo, 2013). By understanding and responding dynamically to consumer needs, companies can build a solid foundation to maintain operational continuity and customer satisfaction.

In facing competition between companies, management plays a crucial role by building an integrated business strategy (Novianto, 2019). The importance of this strategy lies in its ability to provide a proactive and innovative foundation, enabling executives to anticipate and respond to the impact of events that may occur in the market. Maintaining and improving competitive capabilities is the main goal, and the right business strategy is the key to success in achieving this (Surjani, 2002).

Developing an effective business strategy is not a simple task. To achieve a high competitive level, companies need to obtain in-depth information about their competitors (Agustian et al, 2020). This process involves continuous comparison of products, prices, distribution channels, and promotions with nearby competitors. In this way, companies can identify potential areas where they may have competitive advantages, as well as understand weaknesses that need to be corrected (Ashshidiqy & Ali, 2019).

In business strategy planning, creativity is a key element. The ability to create new ideas provides the uniqueness and differentiation needed in a dynamic business environment (Suci, 2009). Creativity allows companies to produce competitive strategies that are not only effective, but also have unique advantages. Therefore, paying special attention to the creative process in business strategy planning is essential to achieving sustainable competitiveness in a market that continues to develop (Anwar & Utami, 2012).

One fundamental principle that every company must always uphold is the awareness that business competition is a reality that will never disappear (Wardani & Khoriyah, 2018). In ever-changing market dynamics, companies are required to understand that competitive challenges will always exist, both from existing and emerging competitors. Therefore, maintaining the sharpness and effectiveness of business strategies is a necessity so that companies can remain competitive in a dynamic environment (Faruq & Usman, 2014).

Adaptation is the key to responding to the uncertainty of the business environment. In the face of unexpected change, companies need to continually hone and adapt their strategies. Flexibility in adapting to market developments, technology and consumer needs is a critical factor in ensuring business continuity. Awareness of the sustainability of competition also encourages companies to not only see competition as an obstacle, but as an opportunity to continue to innovate and strengthen their market position (Lestari, 2019). Thus, continuing to hone business strategies is not only a necessity, but also an investment in building a solid foundation for a challenging business future.

B. METHOD

This study was conducted using qualitative methods. The qualitative method used is using structured techniques. Data collection techniques through activities: documentation, interviews and observation. Data analysis techniques use content analysis (documentation research) and descriptive analysis. The data analysis used in this study is descriptive research, according to Sekaran & Bougie (2016) the aim of a descriptive study is to describe the characteristics of a particular object, phenomenon or event. According to Sekaran and Bougie (2016), data can be divided into two types, the first is primary data, the second is secondary data. Primary data is data obtained directly from the first hand by researchers for certain purposes, while secondary data is data obtained by people or institutions.

C. RESULTS AND DISCUSSION

In an increasingly competitive business world, fierce competition can be a big obstacle for companies. However, with the right strategy, companies can remain competitive and even grow in this competitive market. In this article, we will discuss some key strategies for dealing with competition in business and provide practical guidance to help companies stay relevant and competitive.

1. Product Innovation

Innovation plays a central role in maintaining a company's relevance amidst an ever-evolving market. With constant changes in consumer preferences, technology and industry trends, companies need to be prepared to continually deliver new, relevant solutions. Innovation is not just about creating new products or services, but also about a company's ability to adapt and understand environmental changes in depth. To remain competitive, companies must make innovation an embedded culture in their organization. This involves developing new products or services that not only follow current trends, but also meet customer needs and expectations.

Innovation can open up new opportunities and create significant differentiation, allowing a company to stand out in a market crowded with competitors.

When engaging in innovation efforts, companies may consider a variety of approaches, such as improving product functionality, redesigning production processes for greater efficiency, or integrating more visually appealing designs. Through a holistic approach to innovation, companies can create added value that not only wins the hearts of consumers, but also builds a strong foundation for sustainable growth in the long term. Thus, innovation is not only a business strategy, but also a strategic necessity to shape a successful future.

2. Effective marketing

In an era that is increasingly digitally connected, the role of marketing has become crucial to the success of a company. The importance of an effective marketing strategy includes not only conveying messages to customers, but also building meaningful connections and sparking positive interactions. Companies must be able to develop smart and creative marketing strategies to adapt to rapid changes in consumer behavior and market trends.

Technology and digital platforms are key in formulating successful marketing strategies. Using analytical tools to understand consumer behavior in depth, companies can craft more targeted and relevant campaigns. Social media platforms, search engines and content marketing are becoming effective channels to reach a wider audience and build a strong brand presence. Considering sustainability in marketing efforts, companies must be able to adapt to changing algorithms and trends in the digital world to remain effective in attracting customer attention.

One mistake that often occurs among companies is a lack of adequate understanding of the markets they serve. A deep understanding of market trends, customer behavior and their needs is an essential foundation for business success. Spending time and effort to systematically analyze and understand market dynamics is a critical step every company must take. By understanding market trends, companies can be more responsive to changes in customer needs and preferences. This opens up opportunities to customize products and services to make them more relevant, increasing customer appeal and satisfaction. A deep understanding of customer behavior allows companies to design marketing strategies that are more effective and focused on real needs. It is also important to use market data and analysis as a guiding tool in decision making. Including market analysis in the decision-making process helps companies to make more informed and intelligent decisions. By basing decisions on facts and trends identified through market data, companies can reduce risk and increase their chances of success.

3. Focus on customer experience

Customers play a central role as valuable assets for every company. Creating an exceptional customer experience is not only a goal, but also the key to building strong and sustainable relationships. Companies that successfully deliver a satisfying customer experience are able to create high levels of loyalty, aid in customer retention, and even earn positive recommendations, all of which contribute to long-term business growth.

It is important for companies to not only understand, but also actively respond to customer needs and preferences. This involves a holistic approach to customer service, from the product or

service offered to each employee's interactions with customers. By deeply understanding customer preferences, companies can develop more targeted and specific strategies in providing the experiences customers want.

Every interaction with a customer should be considered an opportunity to create a positive experience. From the first time a customer interacts with a company to each subsequent transaction, each stage must be carefully designed to ensure a pleasant and satisfying experience. By prioritizing customer satisfaction, companies can differentiate themselves from competitors and build a positive reputation in the eyes of consumers. Thus, focusing on creating exceptional customer experiences becomes not just a strategy, but a foundation for business growth and sustainability.

4. Focus on added value

Providing added value to customers is one of the best strategies to win business competition. This involves more than just selling a product or service; Companies need to think further to understand and meet customer needs in a unique way and better than competitors. Product innovation is one of the key aspects in providing added value. By continually developing better products or even creating new solutions to customer problems, companies can stand out in the market and attract consumer attention.

Apart from product innovation, improving customer service is also an important element in providing added value. Fast responses to questions, friendly service, and effective solutions to customer problems can significantly increase customer satisfaction. A positive customer experience not only creates strong relationships, but also increases the likelihood that customers will remain loyal and even provide recommendations to others.

It is important to realize that providing added value is not only related to the product or service itself, but also to the entire customer experience. Creating a better experience through user-friendly design, efficiency in the transaction process, and ease of use of the platform can be the deciding factor that helps companies differentiate themselves from competitors. If customers feel that a business provides significant added value, they will not only remain loyal, but also become effective brand ambassadors by recommending the business to others. Thus, focusing on providing added value is the foundation for winning the hearts of customers and achieving competitive advantage in the competitive business world.

5. Careful Risk Management

Intense business competition brings risks that companies cannot ignore. Therefore, effective risk management is a must in ensuring business continuity and minimizing the potential impact of various risks. Identifying potential risks is a very important first step. This involves an in-depth understanding of the business environment, including internal and external factors that can influence a company's performance. These risks may include changes in market trends, currency fluctuations, regulatory uncertainty, or even operational and data security risks.

Once potential risks are identified, the next step in risk management is to develop effective mitigation strategies. This includes planning actions that can be taken to reduce the impact of risks and increase the company's resilience to changing market or industry conditions. Mitigation

strategies may involve diversifying product portfolios, using derivative financial instruments to reduce currency risks, or increasing information technology capacity to address data security risks.

Apart from that, careful monitoring of market developments is an equally important step in risk management. Companies need to continuously monitor market dynamics, industry trends and economic developments to be able to respond quickly to changes that may impact previously identified risks. With active involvement in market monitoring, companies can be more proactive in adjusting their risk management strategies according to changing conditions. Thus, good risk management not only functions as protection against potential risks, but also as a tool to create company resilience in facing dynamic business competition.

6. Collaboration and partnership

In the context of an interconnected and growing business world, collaboration and partnerships have become key elements to increase a company's competitiveness. Partnering with another company can open the door to access to resources, expertise, or technology that a company might not have on its own. This kind of collaboration is not just about sharing risks, but also about creating synergies that can generate added value for all parties involved. Business partnerships can help companies access new opportunities or expand into markets that may be difficult to achieve individually. Involving companies in a solid partnership network can expand geographic reach, increase market penetration, and open access to a larger market share.

By combining strengths and resources together, companies can create stronger competitive advantages. Apart from that, collaboration and partnerships can also open the door to innovation. By sharing ideas, knowledge and expertise between companies, collaboration can be a catalyst for the development of new, more innovative products or services. Joint initiatives, such as joint research and development, can also speed up the innovation process and enable companies to remain relevant in the face of rapid market changes. Thus, collaboration and partnerships are not just additional business strategies, but rather as a foundation for building joint strengths that can increase a company's competitiveness in an interconnected and complex business environment.

7. Employee Development

A skilled and trained workforce is not only an operational cost, but also a valuable asset that can increase a company's competitiveness. Investing in employee development is a strategic move that can have a positive impact on a company's overall performance. Employees who have relevant skills and knowledge are not only more productive, but are also able to make a greater contribution to achieving company goals. By providing opportunities for employees to continue developing themselves, the company creates a dynamic work environment and focuses on improving individual competence.

Employee training and development not only benefits individuals, but also supports business continuity in the face of intense competition. In an era of technological change and market dynamics, companies need to have adaptive and skilled teams to remain relevant. Through structured training programs, companies can ensure that their employees have the latest skills and a deep understanding of industry trends. This helps companies not only to remain competitive but also to take the initiative in implementing innovation.

It is important to remember that employee development is not a one-time investment, but is an ongoing effort. By creating a learning culture within the organization, companies can motivate employees to continuously improve their skills. This not only increases employee motivation and engagement, but also creates a solid human resource base to support the company's long-term growth and development. Thus, investment in employee development is not only an effort to improve current performance, but also as a strong foundation for bringing the company towards a more sustainable and successful future.

Facing tight business competition requires a combination of holistic and integrated strategies. Innovation is the main driver for creating differences and responding to ever-changing market needs. Effective marketing is a vital means of reaching and retaining customers. A strong focus on customer satisfaction is the foundation for building long-term, sustainable relationships. Careful risk management provides protection and resilience amidst uncertainty. Collaboration with strategic partners opens the door to new opportunities and profitable synergies. Employee development through continuous training ensures the presence of a team that is skilled and ready to face challenges.

By combining all of these elements, companies can build a solid competitive advantage and achieve long-term success. These steps are not only a response to current competition, but also an investment in establishing a strong foundation for the future. In a dynamic business world, adaptation and change are constant, and companies that are able to continue to develop and innovate will have a strong position in achieving sustainability and sustainable growth. By taking the right steps, companies can strengthen their position, seize existing opportunities, and become a pioneer in directing the direction of the industry towards a brighter future.

D. CONCLUSION

Facing complex business competition challenges requires business strategy policies with a holistic and adaptive approach. In this context, innovation, effective marketing, focus on customer satisfaction, careful risk management, collaboration and employee development emerge as critical pillars in building competitive advantage and ensuring long-term business continuity. Innovation is the driving force for differentiating itself in an ever-changing market, while effective marketing enables companies to achieve and maintain market share. A strong focus on customer satisfaction forms the basis for building sustainable relationships, while careful risk management involves identifying, mitigating and monitoring risks to maintain operational stability. Collaboration with strategic partners opens up new opportunities and increases synergy, while employee development through continuous training creates a team that is skilled and ready to face market dynamics. Implementing these strategic steps provides impetus for continuity and sustainable growth amidst a dynamic and challenging business landscape. In essence, facing business competition requires readiness to continue to adapt, innovate and collaborate in order to achieve sustainable competitive advantage.

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