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SWOT ANALYSIS

MASCO (Mango Peels Coffee)



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SWOT ANALYSIS MANGO PEELS COFFEE (MASCO)

The market potential that is targeted to start this business is young people. In general, the most coffee drink consumers are young people. So the Mango Peels Coffee (MASCO) product is a mainstay opportunity to develop a business. The SWOT analysis of Mango Peels Coffee (MASCO) products :

SWOT Analysis

Internal factors	External Factors
<i>Strengths (Power)</i>	<i>Opportunities (Opportunity)</i>
<ul style="list-style-type: none"> - Has its own uniqueness and creativity. - Raw materials are easy to obtain. - Made from herbal ingredients containing Polyphenols, Carotenoids, Antioxidants, and Vitamins C and E. - Serves as an anticancer, antidiabetic, antioxidant, and reduces the risk of heart disease. - Attractive packaging. - Served in powder form and can be drunk cold, warm, and hot. - Cheap product prices - Taste and aroma typical of Indonesian culture. 	<ul style="list-style-type: none"> - Drinking coffee is very popular with young people, both men and women. - There are still few coffee drink products made from herbal ingredients as anticancer, antidiabetic, antioxidant, and reduce the risk of heart disease. - Social media which is still wide open for promotion and sale of our products. - The amount of mango peel waste is a result of the high amount of production in Indonesia
<i>Weakness (Weakness)</i>	<i>Threats (Threat)</i>
<ul style="list-style-type: none"> - The product is still classified as a new product output. - The amount of production is limited. 	<ul style="list-style-type: none"> - The number of competitors from various types of coffee drinks, especially imported products that already have a brand image among consumers.