

# Internal and External Business Environment Analysis of Rabbani Store Tasikmalaya

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**Abstract-** *This article aims to analyze the internal and external business environment of Rabbani Tasikmalaya. Rabbani is one of the first and largest fashion brand product companies in Indonesia by issuing flagship products in the form of instant headscarves and other Muslim fashion, such as kemko, tunics, kastuns, and other equipment such as ciput/inner and veils. The analysis of the external business environment includes factors such as the political, economic, socio-cultural, and technological environment while the analysis of the internal business environment includes factors such as human resources, financial resources, marketing and sales. The results of the analysis show that Rabbani Tasikmalaya's internal and external business environment is influenced by various factors, such as government regulations, trade policies, market competition, human resource quality, marketing system, and changes in consumer trends. Overall, Rabbani Tasikmalaya internal and external business environment analysis is important to help companies identify opportunities and challenges, as well as formulate appropriate strategies to deal with rapid and complex changes in the business environment.*

**Keywords:** *Business environment analysis, SWOT analysis*

## I. INTRODUCTION

Basically, strategic management is a comprehensive process in systematic activities of the ongoing process used in the implementation and monitoring of strategy creation. The function of strategic management in a company is very helpful for the sustainability of the company [1]. Not only as a static plan in realizing the company's vision and mission, strategy becomes a management function that must be implemented in an organization. The basic functions that must be applied are marketing, operational, and financial functions [2]. Rabbani is one of the first and largest fashion brand product companies in Indonesia by issuing flagship products in the form of instant headscarves and other Muslim clothing, such as kemko, tunics, kastun, and other equipment such as ciput / inner and headscarves.

As one of the largest Muslim fashion companies in Indonesia, Rabbani faces various challenges in maintaining the sustainability of its business. One of the main challenges is competition with imitation or KW products sold at much lower prices. The internal business environment encompasses several elements that directly influence operational efficiency and overall performance. An effective internal control system significantly contributes to sustainable business operations by promoting improved

valuation, profitability, and operational efficiency. These products not only reduce Rabbani's competitiveness, but also have the potential to reduce consumer loyalty to the brand [3]. According to [4], the change in shopping trends from offline to online is also a challenge for companies in optimizing digital marketing strategies. Although Rabbani already has a digital system for transactions and financial records, the company still faces obstacles in developing an e-commerce platform that can compete with the effectiveness of its conventional stores.

In addition to competition and adaptation to digitalization, another challenge faced by Rabbani is supply chain management and raw material availability. The availability of raw materials must remain stable, especially during certain periods such as the month of Ramadan and the new school year, when product demand increases significantly. If stock management is not carried out properly, this can hamper the production process and distribution of products to consumers [5]. Therefore, supply chain management is one of the important aspects that must be considered so that company operations continue to run smoothly.

Given these challenges, Rabbani Store Tasikmalaya needs to conduct an analysis of the



internal and external business environment to understand the factors that influence its operations and business strategies [6]. External factors such as market competition, consumer trends, and digitalization developments need to be evaluated so that the company can continue to adapt to changes in the Muslim fashion industry. Meanwhile, internal factors such as marketing effectiveness, operational management, and supply chain efficiency must also be considered to ensure business sustainability amidst increasingly tight competition [7], [8]. Based on this, this study aims to analyze the internal and external business environment of Rabbani Store Tasikmalaya and evaluate the management strategies implemented in facing the challenges of the Muslim fashion industry.

## II. LITERATURE REVIEW

### 2.1 Strategic planning

According to [9], strategic planning is a methodical management process that involves determining which projects a business will undertake and estimating how much funding will be allocated to each program over the next few years. It is also explained that adjustments are made to the organization's goals, the resources that will be used to achieve those goals, and the rules that control the procurement and use of these resources during the strategic planning process.

### 2.2 Operation Strategy

The operations function vision, or operations strategy, sets the general direction or motivation for decision making. An organization's business strategy, price reduction, and price matching are all supported by its operational strategy, which consists of a set of objectives, strategies, and procedures [10]. Strong indications can serve as a foundation for business expansion and success [11].

### 2.3 Innovation

According to [11], explains that the level of change brought into business by implementing new concepts. Innovation and organizational performance are correlated; the more innovation a company has, the more successful the company is overall. Innovation is the result of analyzing the market environment to help businesses understand what customers want while generating new ideas to improve services and drive business success.

### 2.4 Company performance

It can be said that performance is a reflection or reference of the actions taken within the company. Performance within an organization is very important to measure how well the company is progressing in realizing its own vision, goals, and objectives [12]. Based on the company's performance itself, everything produced by the business within a certain period of time while still following the predetermined criteria. The purpose of measuring business performance activities is to evaluate how the results and performance of activities are generated.

## III. RESEARCH METHODS

The method used in this research is a qualitative research method which is inductive as an instrument in data collection techniques. This qualitative method is a method that is based on describing the results of the analysis so as to obtain a conclusion. In this research method, secondary data sources are used which are obtained from sources that conduct research related to the analysis that has been carried out [13]. This data collection technique is a documentation technique, namely a technique carried out by collecting qualitative data made by other people related to the subject being studied [14]. Data searches in this study use variables in the form of articles and journals as references in the analysis related to the topic to be discussed.

## IV. RESULT AND DISCUSSION

### 4.1 SWOT Analysis At Rabbani Tasikmalaya

In an effort to face competition, Rabbani companies need to analyze their products in detail using SWOT analysis (strengths, weaknesses, opportunities, and threats). According to [15] SWOT analysis is an analysis based on logic that can maximize strengths and opportunities, but at the same time can minimize weaknesses and threats.

#### a. Strengths

Rabbani is a brand that is well known to many people, from children to adults. This brand is known for having high quality fashion products. Rabbani itself has their best-selling product, namely the school headscarf. The Rabbani brand can be said to have brainwashed the minds of its consumers that the bergo headscarf for school is called the Rabbani

headscarf. that is one of the advantages of branding or brand image owned by Rabbani.

b. Weakness

Every brand certainly has weaknesses, the Rabbani brand itself has a weakness in terms of price which is quite *pricey*. Rabbani products have quite high prices compared to other competitors, so this causes limited market segmentation. However, the brand image owned by Rabbani can prevent the brand from this weakness.

c. Opportunity

In this digital era, Rabbani is expanding their marketing to digital media such as social media and online shopping. they also collaborate with many celebrities and television programs. Then, rabbani can also take advantage of Islamic holidays such as Eid al-Fitr to increase their sales. Companies can also develop special products such as certain editions, such as Umrah or Hajj editions for specific consumer needs on Islamic holidays.

d. Threats

Competition in the Muslim fashion industry is currently getting tighter with the emergence of many new brands and offering similar products at lower prices. In addition, many other competitors imitate the Rabbani logo itself and sell their products at prices very low from the original Rabbani products. Therefore, Rabbani needs to continue to innovate in order to remain relevant in meeting consumer needs and tastes.

## 4.2 Internal Business Environment Analysis of Rabbani Tasikmalaya

Internal environmental analysis at Rabbani Tasikmalaya is a factor that occurs or arises from the company itself. These factors are as follows:

a. Sale

Currently, Rabbani has expanded to various e-commerce platforms such as Shopee, Tokopedia, and TikTok Shop to expand their market reach. Of all these platforms, TikTok Shop has been the most successful in generating sales, especially because of the live shopping feature that allows direct interaction with customers.

The growing trend of online shopping has made Rabbani continue to adapt to digital marketing strategies. Apart from relying on e-commerce platforms, they are also active on social media to increase engagement with customers. However, physical stores remain a major force in sales, especially since many customers still prefer to see and feel the quality of the product firsthand before purchasing.

In an effort to support growth in the digital realm, Rabbani continues to develop a team that focuses on digital marketing and e-commerce. They also started investing in creative content such as promotional videos and influencer marketing to increase the appeal of their products in the online world.

b. Marketing

Rabbani's marketing strategy focuses on the business to business system or (be to be), namely through resellers and business partners. With this system, Rabbani can expand its market reach without having to open new stores in each region. In addition, Rabbani also has retail stores in various cities as direct sales centers to customers. The existence of this physical store helps increase brand awareness and provides a direct shopping experience to customers.

c. Financial Resources

Each Rabbani branch is given an operational budget limit that includes employee salaries, electricity costs, internet, and other needs. If spending exceeds the set limit, the store team will be subject to consequences. With this system, each branch is encouraged to manage their finances more disciplined so that they remain stable and do not experience a deficit.

d. Human Resources

Rabbani has a good water system and training. They ensure that the employees they recruit have the required skills and understand rabbani service standards. If there is a need for additional manpower, they already have a reserve of manpower ready to be recruited at short notice.

Rabbani Research and Development has a special team tasked with analyzing market trends both at the central level and at each branch. This team functions to ensure that the products

provided are in accordance with customer needs and tastes. In addition, Rabbani has also formed several product segments targeting various consumer groups. Starting from students to adults, both men and women. With this, Rabbani can reach a wider and more relevant market in the Muslim fashion industry.

#### **4.3 Rabbani Tasikmalaya External Business Environment Analysis**

##### **1. Macro Environmental Analysis**

###### **a) Government**

Muslim fashion industry in Indonesia is influenced by government regulations related to halal certification, textile trade policies, and copyright regulations. The government through the Halal Product Guarantee Agency (BPJPH) requires halal certification for textile products used by Muslims. This increases consumer confidence but also increases production and administration costs [16].

In addition, the textile raw material import policy also has an impact on the price and availability of products. Rabbani Store must ensure that its products meet the standards set by the government in order to remain trusted by consumers. One strategy that can be implemented is to collaborate with local suppliers to reduce dependence on imported raw materials and strengthen halal branding to increase competitiveness [17].

###### **b) Economy**

Changes in economic conditions affect consumer purchasing power, especially in the middle to upper segment which is Rabbani's target market. The trend of consuming Muslim fashion products has increased post-pandemic, especially during the month of Ramadan and approaching the new school year in June and July. To anticipate this increase in demand, Rabbani management has made market predictions and prepared the availability of raw materials well in advance so that stocks remain safe during the high demand season.

In an effort to face economic challenges, Rabbani Store implements a well-planned stock management strategy, especially in facing increased demand during the month of Ramadan and the new school year. In addition, Rabbani maintains price segmentation that has been adjusted to its target market, where customers prefer Rabbani products because of the quality and brand factors that are already attached to the minds of consumers, compared to products from competitors that offer cheaper prices.

###### **c) Social and Cultural**

According to [18], Indonesia has a Muslim majority population, so the Muslim fashion industry has a large market potential. Changes in Muslim fashion trends that are more modern but still in accordance with Islamic law encourage brands such as Rabbani to continue to innovate. Their research shows that brand image and product quality have a significant influence on Muslim fashion purchasing decisions, including for Rabbani consumers.

People's shopping trends have also changed, where consumers are more interested in products promoted through social media and e-commerce such as Shopee, Tokopedia, and TikTok Shop. Promotion on social media has been shown to have a significant influence on purchasing interest and purchasing decisions for hijab fashion products among Generation Z consumers [8]. Therefore, Rabbani must optimize digital marketing strategies to stay relevant in the market.

###### **d) Technology**

Technology plays an important role in the development of Rabbani's business, especially in utilizing e-commerce and social media to reach more customers. One of the strategies implemented is live shopping on TikTok Shop, which has been proven to help increase sales by attracting consumer interest directly and effectively.



In addition, the application of technology also has an impact on operational efficiency, especially in stock management and product distribution. With a digital system, Rabbani can also ensure product availability according to market demand, reduce the risk of running out of stock, and speed up the delivery process to customers. This makes business operations more efficient and increases customer satisfaction.

e) Law

Regulations related to copyright and trademark protection are very important for Rabbani Store in maintaining product authenticity and brand reputation. The case of plagiarism of hijab designs by competitors shows that legal protection needs to be strengthened to avoid financial losses and a decrease in customer trust in Rabbani's original products. One real example is the Viora case in Manonjaya, where Rabbani successfully won a lawsuit over plagiarism of their hijab design. The court ruled that Viora must pay royalties of Rp. 400 million as a consequence of the violation.

The phenomenon of counterfeit products is also a big challenge for Rabbani. Many products that resemble their designs are sold at much cheaper prices, for example, counterfeit hijabs are sold in the range of Rp15,000–Rp25,000, while the price of original Rabbani hijabs ranges from Rp60,000–Rp80,000. This significant price difference has the potential to damage market share and reduce customer loyalty to original products.

To address this threat, Rabbani needs to strengthen legal protection by officially registering copyrights and trademarks. In addition, education for customers regarding the importance of purchasing original products must also be improved so that they better understand the value and quality of Rabbani products. With these steps, Rabbani can maintain brand

excellence and protect its business from unfair competition.

2. Microenvironmental Analysis

a) Competition in the Muslim Fashion Industry

Muslim fashion industry in Indonesia is increasingly competitive with the emergence of various local brands that offer their own advantages. The demand for Muslim clothing that is not only in accordance with Islamic law but also follows fashion trends continues to increase. To attract consumers, each brand develops different marketing strategies, such as offering more affordable prices, more modern designs, or superior material quality.

Rabbani is one of the brands that has a strong position in this industry, especially in the school headscarf category. Rabbani's main advantage lies in the quality of comfortable and durable materials, as well as product differentiation that targets the student segment. With a practical and functional design, Rabbani is able to attract the attention of parents and students who need quality hijab for daily activities. However, with more and more competitors offering similar products, Rabbani must continue to innovate to stay ahead in the market.

In an effort to maintain its position, Rabbani needs to develop a stronger branding strategy and follow the ever-evolving Muslim fashion trends. Innovation in design, product variations, and more creative promotions through social media and collaboration with influencers can help increase competitiveness. With the right combination of quality, innovation, and marketing strategy, Rabbani can continue to build customer loyalty and maintain its existence in the Indonesian Muslim fashion industry.

b) Customers and Consumer Behavior



Consumer behavior in the Muslim fashion industry continues to change, especially with the increasing trend of online shopping. Consumers now prioritize ease of transactions, product quality, and interactive shopping experiences (Susanti & Vidiati, 2024). To deal with these changes, Rabbani can apply the following strategies:

- 1) Increase interaction on social media, share interesting content such as hijab tutorials, fashion inspiration, and product care tips to attract customers' attention.
- 2) Optimizing live shopping on TikTok Shop, utilizing the live broadcast feature to introduce products, provide exclusive promos, and interact directly with customers.
- 3) Strengthen customer loyalty programs, provide reward points, special discounts, and exclusive access to the latest collections to increase customer satisfaction and retention.

With this strategy, Rabbani can adapt to digital trends and maintain its competitiveness in the Muslim fashion industry.

c) New arrivals

Although Rabbani is a leading store whose name is widely known by the public, it does not rule out the possibility of the emergence of newcomers who can shift Rabbani in the hearts of consumers. Newcomers can influence Rabbani in several ways. For example, with cheaper prices, more creative promotions and innovative products, this can influence Rabbani products which are already well-known in the market.

However, Rabbani already has good branding in the community. Rabbani has advantages in terms of brand, consistent quality, reputation and so on. However, to overcome this competition problem, Rabbani must build more customer loyalty, such as providing rewards,

discounts or better services. In addition, Rabbani must monitor and analyze competitors to understand their strategies and weaknesses, and Rabbani needs to develop more effective and attractive marketing strategies to maintain its image and customer interest.

#### 4.4 Rabbani Tasikmalaya Strategy

In an effort to face changes that occur in the internal and external environment, Rabbani certainly needs to prepare strategies to avoid other problems in the future. Rabbani has various strategies to overcome problems that occur in the external and internal environment.

Rabbani implements its business continuity strategy by:

a. Internal Strategy

In overcoming problems in the internal environment, Rabbani implemented the following strategies:

- 1) Rabbani has a special team that is tasked with analyzing market trends. This team functions to ensure that the products provided are in accordance with consumer needs and tastes.
- 2) Rabbani's location in Tasikmalaya is very strategic, especially in the Cihideung area. With a strategic location, market access becomes wider and product distribution can run more effectively.
- 3) Maintaining the availability of raw materials to ensure that raw materials always meet market needs.
- 4) Increasing sales Rabbani is very active in digital marketing. Rabbani continues to strive to improve the effectiveness of digital marketing, especially through social media and e-commerce platforms such as Shopee, Tokopedia, and Tiktok Shop.
- 5) Rabbani always prioritizes business principles and ethics. They prefer to compete with creativity and innovation in products and services.

## b. External Strategy

In overcoming problems in the external environment, Rabbani applies the following strategies:

- 1) Rabbani's marketing strategy focuses on the business to business or (B2B) system, namely through resellers and business partners.
- 2) Rabbani focuses on expanding to schools by opening Rabbani stalls, the target is to expand in school environments to better reach their main target, namely students.

## V. CONCLUSION AND SUGGESTION

Based on the research results that face competition, Rabbani needs to conduct product analysis using SWOT (strengths, weaknesses, opportunities, threats). Rabbani is widely known for its high-quality fashion products, especially school hijabs, although the prices tend to be expensive. In the digital era, they expand marketing through online platforms and collaborations with celebrities. However, the Rabbani brand faces threats from a number of new brands that offer lower prices and imitate the Rabbani logo. And now Rabbani has expanded into e-commerce platforms, for example with TikTok Shop becoming the most successful due to its direct shopping feature. Even though online sales are increasing, *offline stores* still play an important role in sales. In financial management, each branch certainly manages the finances of that branch. And Rabbani can manage human resources well and accompanied by training for its employees. Rabbani also has a market analysis team to follow trends, reach a wider consumer segment. Rabbani also needs to improve legal protection for its brands to combat counterfeit products, and to maintain competitiveness Rabbani must continue to innovate, strengthen branding, and optimize digital marketing. Internally Rabbani has a strategy that includes market analysis and active marketing, while external strategies focus on partnerships and expansion into schools.

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