

ABSTRACT

Currently, business competition in the fashion and accessories industry is getting tighter, so further efforts are needed to improve competitive strategies so that JoyCurls, a company engaged in the scrunchie fashion accessories industry, can be superior to competitors. This study aims to determine the conditions of the internal and external environments in terms of operations by using SWOT analysis to determine the right competitive strategy for the JoyCurls startup.

This study uses a qualitative method with a descriptive research type and uses a data collection method through interviews, observations, and documentation from internal JoyCurls and external parties, namely JoyCurls customers.

Based on the results of the SWOT analysis, JoyCurls has the main strength of optimizing quality products to be able to develop new products according to market trends. However, the weaknesses of the design that depends on trends and the threat of tight competition between similar businesses and substitute products with the same uses need to be addressed. Based on the weighting carried out, JoyCurls has a total IFAS matrix score of 2.98 and EFAS of 2.42 and is in square I position by supporting the implementation of an aggressive growth policy (Growth-oriented strategy).

Keywords : *Competitive Strategy, SWOT Analysis, Value Chain, Porter's Five Forces, PESTLE, Matrix SWOT, IFAS and EFAS*