

## **BUSINESS STRATEGIES FOR IMPROVING SALES IN MUSLIM GARMENT INDUSTRY: A CASE STUDY OF CONVECTION WORK**

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### **ABSTRACT**

This study aims to analyze the business development strategies of Royal Konveksi & Production, a Muslim fashion convection enterprise, to improve sales performance in Medan City. This research addresses the gap in understanding how SMEs in the Muslim fashion sector can formulate sustainable strategies amid increasing competition and digital transformation. The study employs a descriptive qualitative method, with data collected through observation, interviews, and documentation of business activities and stakeholder perspectives. SWOT analysis is applied to systematically identify the company's strengths, weaknesses, opportunities, and threats. Findings reveal that Royal Konveksi's strengths include high-quality products, affordable pricing, over nine years of operational experience, and strong institutional trust. Weaknesses involve dependence on institutional orders, reliance on certain suppliers, and limited logistics partnerships. Opportunities exist in growing demand for Muslim apparel, supportive government policies, and digitalization trends, whereas threats stem from intense market competition and fluctuating raw material prices. Recommended strategies include optimizing digital marketing, diversifying product lines, expanding retail channels, and enhancing cooperation with suppliers and logistics partners. This study contributes both theoretically and practically by providing a framework for sustainable business development strategies in the Muslim fashion sector, serving as a reference for SMEs and offering insights for academic research on SME growth and strategic management.

**Keywords:** Business Development Strategy; Muslim Fashion Industry; SWOT analysis; SMEs; Sustainable Business Strategies.

### **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis strategi pengembangan bisnis Royal Konveksi & Production, sebuah usaha konveksi fashion Muslim, dalam meningkatkan kinerja penjualan di Kota Medan. Penelitian ini menjawab kesenjangan pemahaman terkait bagaimana UKM di sektor fashion Muslim dapat merumuskan strategi berkelanjutan di tengah persaingan yang meningkat dan transformasi digital. Metode yang digunakan adalah deskriptif kualitatif dengan pengumpulan data melalui observasi, wawancara, dan dokumentasi kegiatan usaha serta perspektif para pemangku kepentingan. Analisis SWOT diterapkan untuk mengidentifikasi secara sistematis kekuatan, kelemahan, peluang, dan ancaman perusahaan. Hasil penelitian menunjukkan bahwa kekuatan Royal Konveksi meliputi produk berkualitas tinggi, harga terjangkau, pengalaman operasional lebih dari sembilan tahun, dan kepercayaan yang kuat dari institusi. Kelemahannya meliputi ketergantungan pada pesanan institusi, keterbatasan pemasok tertentu, serta minimnya kemitraan logistik. Peluang muncul dari meningkatnya permintaan pakaian Muslim, dukungan kebijakan pemerintah, dan tren digitalisasi, sedangkan ancaman berasal dari persaingan pasar yang ketat dan fluktuasi harga bahan baku. Strategi yang direkomendasikan antara lain mengoptimalkan pemasaran digital, mendiversifikasi lini produk, memperluas saluran ritel, serta meningkatkan kerja sama dengan

pemasok dan jasa logistik. Penelitian ini memberikan kontribusi secara teoritis dan praktis dengan menghadirkan kerangka kerja strategi pengembangan bisnis berkelanjutan di sektor fashion Muslim, menjadi referensi bagi UKM serta memberikan wawasan bagi penelitian akademik terkait pertumbuhan UKM dan manajemen strategis.

**Kata kunci:** Strategi Pengembangan Bisnis; Industri Fashion Muslim; Analisis SWOT; UKM; Strategi Bisnis Berkelanjutan.

## INTRODUCTION

The need for clothing is one of the basic human necessities, not only for daily wear but also for expressing specific identities, such as school uniforms, work uniforms, or community attire (Tajuddin, 2018). This high demand has driven the emergence of various garment businesses, ranging from micro, small, and medium enterprises (MSMEs) to large-scale industries (Larios-Francia & Ferasso, 2023). In Indonesia, business opportunities in the garment sector remain wide open and highly promising (Pratiwi et al., 2017). Population growth each year increases the demand for clothing, creating larger market opportunities for the textile and garment industries. This situation requires business actors to adopt appropriate strategies to meet growing demand.

MSMEs constitute the largest economic segment in Indonesia and have proven crucial for maintaining economic resilience, particularly during crises (Ichsan et al., 2023; Marliyah, 2016). Government support through conducive policies, clear regulations, and infrastructure provision is essential for enhancing MSMEs' innovation, competitiveness, and contributions to the national economy (Zainarti et al., 2024). However, with technological advances and the emergence of new competitors, strategy and business model development are vital for business sustainability (Sukarno & Sunan, 2021).

Previous studies have highlighted the critical role of effective business development strategies in ensuring the growth and sustainability of SMEs, particularly in the garment and fashion sectors (Prasanna et al., 2019). These strategies encompass a wide range of practices, including innovative marketing approaches, efficient management of halal-certified products, and the careful alignment of business operations with Sharia principles to meet consumer expectations. In addition, the involvement of government institutions and local communities has been shown to provide essential support through policy facilitation, access to resources, training programs, and cooperative initiatives that strengthen the competitiveness of SMEs (Yusran et al., 2025). By integrating these elements, businesses can enhance their operational efficiency, expand market reach, and build long-term trust with consumers, which ultimately contributes to both economic resilience and social development. Such comprehensive strategies not only address

internal management challenges but also equip SMEs to respond effectively to external pressures, including market competition, shifting consumer trends, and technological advancements, making them better positioned to achieve sustainable growth (Hidayah et al., 2019; Shinta et al., 2023).

Royal Konveksi & Production, established in 2015 in Medan, is a Muslim fashion convection company producing uniforms and merchandise with high quality and affordable prices. With two workshops and 35–40 staff, the company serves a variety of clients, including state-owned enterprises, government agencies, banks, and universities. Despite its strong reputation and market share, Royal Konveksi faces challenges such as intense competition, fluctuating raw material prices, and changes in fashion trends and consumer behavior. The company's marketing strategy relies on digital platforms, including Marketplace, TikTok, Shopee, Tokopedia, and Instagram, to adapt to these dynamics.

This study aims to analyze Royal Konveksi's business development strategies using a SWOT (strength, weakness, opportunity, and threat) approach to identify strengths, weaknesses, opportunities, and threats and to formulate appropriate strategic recommendations. The novelty of this research lies in its specific focus on Royal Konveksi in Medan, the integration of Sharia principles in the business strategy, and a comprehensive approach that combines marketing and management perspectives. The findings are expected to provide practical recommendations for government and business actors and serve as a model for developing garment businesses in other regions of Indonesia.

## **RESEARCH METHOD**

This study employs a descriptive qualitative research methodology aimed at analyzing the business development strategies of Royal Konveksi & Production. Data validity was ensured through triangulation, which systematically cross-checked information from multiple sources, including observations, interviews, and documentation (Sugiyono, 2023). Observations involved recording and documenting the actual conditions and activities within the company, while interviews were conducted through structured conversations with business owners and employees to gather in-depth insights. Documentation included collecting relevant written records, reports, and other illustrative materials to support the research findings. Triangulation was applied by comparing data across these sources, identifying discrepancies, and resolving

them through follow-up questions or additional observations, ensuring the accuracy and reliability of the information.

SWOT analysis was used as a strategic tool to evaluate internal and external factors affecting the company's performance (Harahap et al., 2022). Internal factors, including strengths and weaknesses, and external factors, including opportunities and threats, were identified and then weighted on a scale of 1–5 based on their level of importance and influence on business outcomes. Each factor was rated according to its impact, and the results were summarized in the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrices to calculate total scores. The TOWS matrix was then applied to develop strategic recommendations by combining internal and external factors into four strategic alternatives: SO (Strengths-Opportunities), ST (Strengths-Threats), WO (Weaknesses-Opportunities), and WT (Weaknesses-Threats).

The study was conducted at Royal Konveksi & Production, located at Jl. Sisingamangaraja No.70, Kelurahan Mesjid, Kecamatan Medan Kota, North Sumatra. The research participants were purposefully selected to include business owners and employees who directly engage in operations, making them representative of the company's decision-making and workflow processes. Secondary data, including journal articles, books, and other relevant literature, were collected to complement primary data and provide theoretical support for the analysis. This comprehensive approach ensured both the depth and validity of the findings, enabling the formulation of practical and reliable business development strategies.

## **RESULT AND DISCUSSION**

### **RESULT**

Based on the results of the research that has been conducted, the SWOT analysis of the Royal Konveksi & Production Business includes the *strengths* possessed by the Royal Konveksi & Production Business, the weaknesses (*weaknesses*) faced by the Royal Konveksi & Production Business, as well as *opportunities* and *threats* to the development of the Royal Konveksi & Production Business, as follows:

#### **Strengths**

Strengths are internal conditions that help an organization achieve its goals:

1. Strategic business location. The location of Royal Konveksi & Production is strategic, namely in an area that is easily accessible and where vehicle traffic makes it easy for customers to make purchases.
2. High-quality raw materials. The raw materials used to produce convection materials such as shirts, jackets and vests, dryfit jerseys, screen-printed T-shirts, alma mater shirts and so on, are selected materials of good quality and premium materials for all consumers.
3. Products sold at affordable prices. Royal Konveksi & Production offers economical prices for all segments while prioritizing optimal service.
4. On-time delivery. Royal Konveksi & Production ensures timely production in accordance with agreements, with a production capacity of hundreds of thousands of pieces per month.
5. Trustworthy, Royal Konveksi & Production has earned the trust of numerous institutions and communities. The business operates with reliable legal credentials.
6. Experienced, Royal Konveksi & Production has over 9 years of experience fulfilling orders from various institutions across Indonesia.

### **Weaknesses**

Internal issues that prevent the company from achieving its goals are known as weaknesses and can hinder performance improvement in this specific industry.

1. Dependence on orders from institutions and communities, resulting in the retail market not being fully tapped.
2. Dependence on specific suppliers, overly reliant on one or a few raw material suppliers, which can be risky if issues arise with those suppliers.
3. Lack of cooperation with delivery companies such as JNE or JNT.

### **Opportunities**

Opportunities are external circumstances that protect the company from risks and opportunities.

1. High demand for clothing and uniforms in Medan and the Sumatra region.
2. Collaboration with brands or designers, working with well-known brands or designers to enhance the image and appeal of products.
3. Digitalization and E-commerce, utilizing online platforms to expand market reach and increase sales.
4. Growth in the Muslim market, increasing public awareness of Muslim clothing that complies with Sharia law provides great opportunities for Muslim clothing businesses.

5. Potential for market expansion outside the region, such as Aceh, Riau, Kalimantan, and Sulawesi.
6. Government support for Royal Konveksi & Production, through training, financing, and digitalization.

### Threats

Threats are external factors that hinder a company from achieving its goals, such as:

1. Intense competition, with numerous garment manufacturing businesses both large and small offering similar products.
2. Fluctuations in raw material prices, unstable raw material prices can affect production costs and selling prices.
3. Economic crisis, unstable economic conditions can reduce consumer purchasing power for fashion products.
4. Institutional customers switching to other garment manufacturers offering lower prices.

The SWOT matrix as a framework for developing Royal Konveksi & Production's business strategy can be seen in the following table:

**Table 1. IFAS Matrix (Internal Factor Analysis Summary)**

Internal Factors	Weight	Rating	Score
<b>Strengths</b>			
Strategic business location	0.10	4	0.40
High-quality raw materials	0.10	4	0.40
Economical products	0.10	4	0.40
On-time delivery	0.10	3	0.30
Trustworthy and clear business legality	0.10	4	0.40
Over 9 years of experience	0.10	3	0.30
<b>Weakness</b>			
Dependence on orders from agencies/communities	0.10	2	0.2
Dependence on specific suppliers	0.10	2	0.20
Minimal logistics cooperation (JNE/JNT)	0.10	2	0.2
<b>Total</b>	<b>1.00</b>		<b>2.80</b>

Source: Data Processed, 2025

From the calculation results, the total IFAS score is 2.80. This indicates that the internal factors of Royal Konveksi are quite strong, but there are still some weaknesses that need to be improved. Royal Konveksi's main strengths are its strategic location, high-quality raw materials, economical prices, timely service, business legality, and more than 9 years of experience. However, significant weaknesses include dependence on institutional orders, dependence on certain suppliers, and a lack of logistical cooperation. This means that even though the company has a strong internal foundation, it still needs to improve its supplier management and retail market expansion so that it is not overly dependent on institutions.

**Table 2. EFAS Matrix (External Factor Analysis Summary)**

<b>External Factors</b>	<b>Weight</b>	<b>Rating</b>	<b>Score</b>
<b>Opportunities</b>			
High demand for clothing/uniforms	0.10	4	0.4
Collaboration with brands/designers	0.10	3	0.3
Digitalization and E-commerce	0.15	4	0.6
Growth of the Muslim market	0.15	4	0.6
Expansion of the regional market	0.10	3	0.3
Government support (training, capital)	0.10	3	0.3
<b>Threats</b>			
Intense competition in the garment industry	0.15	3	0.45
Fluctuations in raw material prices	0.05	2	0.1
Economic crisis and declining purchasing power	0.05	2	0.10
Institutional customers switching to competitors	0.05	2	0.10
<b>Total</b>	<b>1.00</b>		<b>3.25</b>

Source: Data Processed, 2025

Based on the analysis, the total EFAS score is 3.25. This value indicates that external factors present greater opportunities than threats, making the prospects for the garment manufacturing business still very promising. The main opportunities are high demand for clothing, digitalization & e-commerce, growth of the Muslim market, expansion to other regions, and government support. Meanwhile, the threats that need to be watched out for are fierce competition, fluctuations in raw material prices, unstable economic conditions, and the potential for institutional customers to switch to competitors.

In other words, Royal Konveksi has a great opportunity to grow if it can leverage digitalization and the Muslim market trend, while still anticipating intense competition and raw material price issues.

Based on the results of the weighting and rating calculations for external strategy factors (EFAS) and internal strategy factors (IFAS), the results are as follows:

Total Strength & Weakness Score = 2.80

Total Opportunity & Threat Score = 3.25

The combination of IFAS-EFAS analysis yields the following strategies:

**Table 3. TOWS Strategy Matrix**

Combination of Factors	Resulting Strategy
SO(Strengths + Opportunities) (Leveraging internal strengths to seize external opportunities)	<ol style="list-style-type: none"> <li>1. Leveraging reputation &amp; experience of over 9 years to collaborate with renowned brands/designers.</li> <li>2. Optimizing e-commerce &amp; digital marketing to expand the retail and online markets.</li> <li>3. Offering premium quality Muslim fashion products to capitalize on market trends.</li> <li>4. Expanding into Aceh, Riau, Kalimantan, and Sulawesi while maintaining quality and competitive pricing.</li> </ol>
ST (Strengths + Threats) (Using internal strengths to address external threats)	<ol style="list-style-type: none"> <li>1. Highlighting product quality differentiation and superior service to face intense competition.</li> <li>2. Establishing long-term contracts with institutions to prevent them from easily switching to competitors.</li> <li>3. Reducing production costs through efficiency to remain competitive despite fluctuating raw material prices.</li> <li>4. Offering economical prices as a strategy to retain customers during times of crisis.</li> </ol>

WO (Weaknesses + Opportunities) (Addressing internal weaknesses by leveraging external opportunities)	<ol style="list-style-type: none"> <li>1. Expanding the retail market target through marketplaces and social media to reduce dependence on institutions.</li> <li>2. Expanding the network of raw material suppliers to reduce dependence on a single party.</li> <li>3. Establishing partnerships with shipping services (JNE, J&amp;T, etc.) to enable faster and wider distribution.</li> <li>4. Participating in government training and support programs to improve human resource capacity and business management.</li> </ol>
WT (Weaknesses + Threats) (Minimizing weaknesses and avoiding threats)	<ol style="list-style-type: none"> <li>1. Diversify products (e.g., casual Muslim fashion and other merchandise) to reduce reliance on institutional orders.</li> <li>2. Maintain good relationships with institutional customers through excellent service to ensure loyalty.</li> <li>3. Developing inventory management and raw material buffer strategies to cope with price fluctuations.</li> <li>4. Establishing distribution partnerships with logistics partners to keep costs low and stable.</li> </ol>

Source: Data Processed, 2025

Based on the TOWS Matrix Table above, it is evident that Royal Konveksi & Production implements an SO (Strength Opportunities), which is a strategy where the business utilizes all its strengths and seizes opportunities as well as benefits to the fullest extent possible. The strategy obtained based on the author's calculations is as follows:

1. Leveraging over 9 years of reputation and experience to collaborate with renowned brands/designers.
2. Optimizing e-commerce and digital marketing to expand the retail and online markets.

Amidst intense business competition, Royal Konveksi & Production uses a strategy of e-

commerce and digital marketing. Currently, digital technology is a breakthrough and innovation in all aspects and has become a segment for competitors to present new products (Nurbaiti et al., 2023).

3. Offering premium-quality Muslim clothing products to capitalize on market trends.
4. Expanding into the regions of Aceh, Riau, Kalimantan, and Sulawesi while maintaining quality and competitive pricing.

The S-T strategy obtained is as follows:

1. Highlighting product quality differentiation and superior service to face intense competition. Royal Konveksi & Production strives to create significant differences in product quality and service compared to competitors. Royal Konveksi attracts customers by offering higher value that is difficult for competitors to imitate. It focuses on quality raw materials, innovative designs, strict quality control, and responsive customer service.
2. Establishing long-term contracts with institutions to prevent them from easily switching to competitors. Royal Konveksi secures revenue and customer loyalty by establishing long-term partnerships. This reduces the risk of losing customers and ensures financial stability. Royal Konveksi offers special incentives or discounts for long-term contracts and maintains quality and service to ensure customer satisfaction.
3. Reducing production costs through efficiency to remain competitive despite fluctuating raw material prices. Royal Konveksi optimizes the production process to reduce costs without compromising quality. Royal Konveksi maintains profit margins and offers competitive prices even when raw material prices fluctuate. It also implements efficiency in raw material usage, increases labor productivity, and utilizes more efficient technology.
4. Offering economical prices as a strategy to retain customers during a crisis. Royal Konveksi & Production adjusts prices to remain affordable for customers during difficult economic times. Royal Konveksi & Production maintains sales volume and customer loyalty even when purchasing power declines. It offers discounts, promotions, or bundling packages to attract customers, while maintaining product quality to avoid disappointment.

The W-O strategy is as follows:

1. Expanding the retail market target through marketplaces and social media to reduce dependence on institutions.
2. Increasing the network of raw material suppliers to reduce dependence on a single party.

3. Establishing partnerships with shipping services (JNE, J&T, etc.) to ensure faster and wider distribution.
4. Participating in government training and support programs to enhance human resource capacity and business management.

The W-T strategy obtained is as follows:

1. Diversify products (e.g., casual Muslim fashion and other merchandise) to reduce dependence on institutional orders.
2. Maintain good relationships with institutional customers through excellent service to ensure loyalty.
3. Implementing inventory management and raw material buffer strategies to address price fluctuations.
4. Establishing distribution partnerships with logistics partners to keep costs low and stable.

From an Islamic perspective, economic activities must be carried out with precision and a mindset rooted in Islamic moral values and economic principles. Therefore, the values contained in Islamic economics are derived from the Qur'an and Sunnah, which form the basis of the Islamic perspective (Harahap et al., 2022).

Based on the Islamic perspective, the following basic economic values are derived:

1. Divinity: upholding the values of truth, honesty, courage, and consistency in truth. In its business, Royan Konveksi & Production must use the principle of divinity, where there is honesty in carrying out its activities and openness between the business owner and the people who work at Royal Konveksi.
2. Justice: This value is reflected in the wages paid by the owner of Royal Konveksi to his employees as a form of obligation to foster harmonious and mutually beneficial working relationships. Wages are often paid after weekly production is completed, and workers are compensated based on their performance. The Prophet Muhammad (pbuh) said: "Give the worker his wages before his sweat dries" (Ibn Majah).
3. Khilafah: The responsibility of a caliph is to ensure the welfare of the earth and the cosmos. As God's heirs, humans are destined to thrive on this planet, not just to explore and exploit its resources. At some point, every caliph will be held accountable for the trust that has been placed in them. By preventing environmental damage, business owners set an example for their staff.

4. Social security, or takaful. Because Islam teaches vertical and horizontal relationships, the existence of social security in society will encourage the development of positive bonds between people and society. This type of social security is similar to lending money to employees in need and taking the money back from their salaries.

Therefore, human actions must be in line with the teachings of the Qur'an and Hadith. Similarly, because Islamic law is so profound and persuasive, commercial activities must adhere to its ideals. According to Islamic teachings, every Muslim must strive as much as possible to apply all Islamic laws in all aspects of life, including economics and livelihoods.

## **DISCUSSION**

The results of the study show that Royal Konveksi & Production has significant internal strengths compared to its weaknesses, as reflected in an IFAS score of 2.80. Key strengths include a strategic business location, use of high quality raw materials, affordable product prices, timely production, and a strong reputation and experience of over nine years. These factors demonstrate that the company has a solid foundation and is trusted by numerous institutions and communities, providing an important advantage in the highly competitive garment industry.

Nevertheless, the main weaknesses involve dependence on institutional orders, reliance on specific suppliers, and limited cooperation with third-party logistics services such as JNE and J&T. These vulnerabilities in supply chain and market management could reduce competitiveness if not addressed. Therefore, strategies such as market diversification, expanding distribution channels, and strengthening supplier networks are critical priorities.

Externally, the EFAS score of 3.25 indicates that opportunities outweigh threats. High demand for clothing and uniforms, the growth of the Muslim fashion market, digitalization opportunities, and potential expansion into regional markets such as Aceh, Riau, Kalimantan, and Sulawesi provide promising prospects. Additionally, government support in the form of training, financing, and digitalization assistance can enhance business capacity. To capitalize on these opportunities, the company must respond adaptively and strategically.

Threats include intense competition from other garment businesses, fluctuations in raw material prices, and economic instability that may reduce consumer purchasing power. Addressing these challenges requires improving cost efficiency, maintaining product quality, and fostering long-term relationships with clients to prevent them from switching to competitors.

Through TOWS analysis, business development strategies are divided into four main categories. The SO strategy leverages internal strengths to seize external opportunities, such as optimizing e-commerce and digital marketing, collaborating with renowned designers, offering premium-quality Muslim clothing products, and expanding into new regional markets. The ST strategy uses internal strengths to mitigate external threats, including product quality differentiation, long-term institutional contracts, production cost efficiency, and maintaining competitive pricing during economic challenges.

The WO strategy addresses internal weaknesses by leveraging external opportunities, for instance, expanding retail markets through marketplaces and social media, increasing the number of raw material suppliers, and strengthening logistics cooperation. Meanwhile, the WT strategy emphasizes defensive measures, including product diversification, inventory and raw material buffer management, and maintaining customer loyalty through excellent service. These strategies provide actionable and measurable steps for sustaining business growth.

From an Islamic economic perspective, these strategies align with Sharia principles. Tauhid (divinity) requires the company to conduct business with honesty, transparency, and trustworthiness. Justice emphasizes fair and timely compensation for employees, as stated by Prophet Muhammad SAW: “Give the worker his wages before his sweat dries” (HR. Ibn Majah). Khilafah stresses the responsibility of business owners to maintain environmental balance and social welfare, while takaful (social security) encourages businesses to provide social benefits, such as employee welfare programs and community assistance.

In conclusion, Royal Konveksi’s strategy development is not solely focused on financial profit but also integrates Islamic values that foster justice, sustainability, and business blessings. The operational TOWS strategies, combined with Sharia-compliant principles, provide a strong and practical framework for improving sales performance and ensuring sustainable growth in the Muslim fashion sector.

## **CONCLUSION**

Based on the results of the SWOT and TOWS analyses, Royal Konveksi & Production has substantial potential to improve sales performance by leveraging its internal strengths, such as high-quality raw materials, timely production, competitive pricing, and extensive business experience, alongside external opportunities like strong demand for uniforms, Muslim fashion trends, and digitalization support. However, the company must address weaknesses, including

dependence on institutional orders, limited supplier networks, and suboptimal logistics cooperation, as well as threats from intense competition, fluctuations in raw material prices, and economic uncertainty. To overcome these challenges, Royal Konveksi & Production should diversify market channels by expanding retail sales through e-commerce platforms and social media, set measurable targets for online sales growth, and strengthen supplier networks by sourcing from multiple vendors to ensure stable raw material supply and pricing. Enhancing logistics partnerships with companies such as JNE and J&T can improve delivery speed and reliability, while digital marketing initiatives and collaborations with designers or brands can increase visibility and attract new customers. Maintaining competitive pricing and product quality, coupled with cost-efficient production processes, will help retain customer loyalty even during economic fluctuations. Furthermore, integrating Islamic business principles including honesty, fairness in employee compensation, environmental responsibility, and social welfare programs can enhance trust and the company's reputation. By systematically implementing these strategies, Royal Konveksi & Production can adapt to market dynamics, capitalize on opportunities, and achieve sustainable growth while upholding Sharia-compliant values.

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