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SWOT Analysis in the Implementation of Cosmetic Product Excellence Strategy at PT XYZ to Face the Digital Era

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Abstract: This study aims to develop a product excellence strategy that is suitable for PT XYZ, a prominent halal cosmetics distributor in Indonesia, in responding to the dynamics of opportunities and challenges in the digital era. With a descriptive qualitative method based on literature studies, a SWOT analysis was conducted to explore the strengths, weaknesses, opportunities, and threats that affect the company. The findings show that PT XYZ's strength lies in product quality, strong halal brand image, and wide distribution reach. Despite this, the company still faces limitations in terms of digital innovation and expansion into international markets. The growth of e-commerce, the growing interest in natural products, and the potential for digital cooperation are strategic opportunities, while challenges arise from the intensity of competition, changing consumer preferences, and data protection issues. Recommended strategies include accelerating digital transformation, improving online brand image, sustainable product innovation, and partnerships with digital figures. It is hoped that the implementation of this strategy can strengthen PT XYZ's competitive position at the national and global levels in a sustainable manner.

Keywords: SWOT, Product Excellence Strategy, Halal Cosmetics, Digital Era, Digital Marketing, Innovation

INTRODUCTION

The rapid development of digital technology has brought major changes in various aspects of life, including in the business world. Businesses in today's digital era must be more flexible, creative, and responsive to increasingly complex market changes and consumer behaviors. One industry that has undergone a major transformation is the cosmetics industry, where digitalization has changed the way products are developed, marketed, and distributed to consumers.

As an authorized distributor of cosmetic products, PT XYZ faces many challenges but also many opportunities to build a successful business strategy. This product, known as the pioneer of halal cosmetics in Indonesia, has a unique brand position and market segmentation. However, product excellence alone is insufficient if it is not supported by the right strategy to compete in the competitive digital era.

SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a strategy that can be used. PT XYZ can create an effective strategy to maintain and improve product excellence in the midst of increasingly competitive cosmetics industry competition, both from local and international players, by understanding the strengths, weaknesses, opportunities, and threats. In developing strategies, the use of digital technology such as e-commerce, social media, and data analytics must also be considered.

Nevertheless, distributor companies such as PT XYZ that market this product must continue to adapt to market changes, especially in the digital age, even though these products have strong advantages in terms of religious value, safety, and quality. Modern consumers consider not only the quality of the product, but also the ease of access to digital platforms, attractive packaging, testimonials from influencers, and the brand's presence in the online ecosystem they use every day. Therefore, to ensure that products remain relevant and superior in the market, proper marketing and product development strategies are essential.

The purpose of this study is to see how PT XYZ uses a product excellence strategy with a SWOT approach to face modern-day challenges. It is hoped that the results of this study will provide a more complete picture of how effective the strategies are implemented as well as suggestions for relevant improvements for future business development.

METHOD

The research method and the analysis of the research are based on the research of this research and the activities of the reference that are related to the research topic; This is a theoretical framework for the concept of research that gives people a sense of thinking that is to break down the fabric of the research that is being done in the context of the scientific process. In addition, this researcher also uses the SWOT analysis method (Strengths, Weaknesses, Opportunities, Threats) to identify external and internal factors. The SWOT analysis is based on the following types of strategies, namely: SO (Strengths-Opportunities) strategies that play the role of the SO (Strengths-Opportunities) in the development of the company; Strategi ST (Strengths-Threats) that are to be used to improve the quality of the game; Strategi WO (Weaknesses-Opportunities) that play a role in changing the intuition to bring weakness; and Strategi WT (Weaknesses-Threats) yang bertujuan untuk meminimalkan kelemahan dan menghindari ancaman.

RESULTS AND DISCUSSION

Result

With the data collected, the results of the research, and the method used, the results of the research are as follows:

Excellence Strategy

Porter's theory (1985) is usually associated with Strategies on Competitive Advantage. In Wheelen and Hunger (2012), they explain the company's industrial competition by creating a competitive strategy by developing a low-cost strategy and differentiation strategy. "Competitive advantage ultimately results from an effective combination of national conditions and corporate strategies," according to the book. Businesses can gain an international competitive advantage due to the circumstances in a country, but it is the responsibility of the company to take advantage of the opportunity.

The explanation that competitive advantage is the result of a combination of overall good circumstances and is a company's competitive strategy. This condition can allow the company to gain greater advantages and greater opportunities, which requires a proper competitive strategy.

To win the same market, companies must better understand customers and build stronger relationships through customers (Kotler, 2010). To gain a competitive advantage, businesses must understand and learn about their competitors and customers.

Therefore, companies must have an advantage in the competition by providing good service and meeting consumer expectations, so that customers remain loyal and have no other choice. By measuring the value of the services provided, companies can measure the price paid by customers, thereby generating profits for customers and encouraging customers to return to buy products.

Market orientation is the way a company acts in order to improve marketing performance, according to Setiawan (2012). Uncertainty caused by external factors encourages a business to innovate to be the best of its competitors.

Straitegi Squirt A study in the Sicilian Peninsula was conducted by the previous researcher in the aintairainyai alDyllic Sari, V. N., & Ali, H. (2019)., Ernawati, F. A., & Ali, H. (2024)., Pratama, D. R., & Ali, H. (2024)

Facing the Digital Era

The current technological developments that are growing rapidly indirectly affect the company's marketing. One such impact is the possibility of increasing a company's sales through the use of digital marketing, which is a type of promotion carried out digitally that can help increase brand sales.

This is evidenced by Kurniawan's (2021) research, which shows that there is a positive and large effect of the use of digital marketing in increasing sales. Businesses can use digital media to promote their goods, services, or brands to attract customers.

The emergence of the digital era has seen life become all-digital (Zis et al., 2021). This can improve people's lives in many ways, including the economy (Tartila, 2021). New media technologies, also known as internet-based technologies, are evolving in today's digital age, according to research (Hamzah & Putri, 2020). Today, companies must change their marketing strategies to stay competitive and successful. The way people search, choose, and interact with brands and products has been profoundly altered by the development of the internet and information technology.

One of the biggest changes that has ever occurred is the tendency of customers to check items online before purchasing. Today's shoppers often use social media platforms and digital search engines to read reviews, compare products, and get recommendations about products before they make a purchase decision. Businesses that don't have access to the internet may miss out on the opportunity to interact with potential consumers and influence their decision to buy something.

The modern business world takes place in a digital environment that connects individuals and organizations with each other. The Internet, a huge public computer network, connects people from all walks of life and gives them access to vast amounts of data. The internet has opened up new opportunities for marketers to create relationships and provide value to customers. According to Darmawan and Ekawati (2017)

In this digital era, changing marketing strategies is also a challenge. Due to the fierce competition between businesses, innovation and creativity are an important part of marketing strategies. Having an edge over unique competitors and differentiating yourself from competitors is essential to capture customers' attention and maintain market share.

In addition, a very important issue is how quickly trends and technologies change in the digital world. The industry's ability to adapt to new developments and changing consumer trends is critical. Organizations must be prepared to face new problems as market trends, technology, and consumer behavior change. Organizations can better manage changes to deal with problems and take advantage of opportunities. Change management is essential to

overcome challenges and capitalize on opportunities in the digital age. According to Bhattacharya and Sharma (2018)

The government also believes that now is the right time for business owners to start using technology quickly to support their management processes. To solve the problem Due to the fierce competition around the world, manufacturers must continue to develop their innovative products using current technologies. Setiawati et al., (2022) By looking at this phenomenon, businesses must pay attention to changes in technology and consumer tendencies to overcome the challenges of the digital era. In today's fierce digital marketplace, businesses can achieve success in marketing by using innovative, data-driven, and content-focused marketing strategies.

Facing the digital era in the digital era of research conducted by previous researchers in aintairainyai aPratiwi, N. P., & Ali, H. (2023)., Hidayatulloh, A., & Ali, H. (2025)., Saputra, A., Yunita, T., Rupelu, F. N., & Rupelu, C. N. (2023)., Qibtiyana, M., & Ali, H. (2023)

The Strength of PT. XYZ

PT XYZ is a market leader in the cosmetics industry because of its strength. Its strong brand identity as a pioneer of halal cosmetics in Indonesia is its main strength. PT XYZ has great trust from Muslim customers, who make up the majority of Indonesia's population, due to its consistent halal rules. In addition, PT XYZ is closer to customers than foreign brands because of its friendly, safe, and in line with local values. PT XYZ also easily gets its products from various walks of life due to its extensive distribution network, which includes physical stores, shopping malls, pharmacies, and online stores. In terms of products, PT XYZ is the top choice for lower-middle-to-middle-to-upper consumers because it provides high-quality cosmetic and skincare products at affordable prices. An additional strength lies in marketing innovations that follow social media trends and collaborations with local influencers or celebrities, which have succeeded in increasing brand awareness among teenagers. In addition, PT XYZ's position compared to its competitors is strengthened by the experience of its parent company and the successful portfolio of other brands. Women's empowerment programs and the company's commitment to sustainability enhance its image and social responsibility.

Kekuaitain paidai PT. XYZ was studied in the liquid by previous researchers in Aintairainyai aidailaih Praitaimai, D. R., & Aili, H. (2024)., Raimaidhainityai, S., & Aili, H. (2025)., Alguistinai, P., & Aili, H. (2025).

The weakness of PT. XYZ

PT XYZ has some issues to be aware of despite being considered one of the largest and most influential local cosmetics brands in Indonesia. PT XYZ relies heavily on its reputation as a halal and Islamic cosmetics brand, which is one of its main weaknesses. Cirta is a major force in the Indonesian market, but it can limit the flexibility and innovation of brands to reach a wider demographic, especially overseas. In addition, PT XYZ still has limited global expansion when compared to other global brands. As a result, its global growth potential has not been maximized in the long term. On the product innovation side, many customers say that PT XYZ is still making new products, but it is more conventional and less aggressive in terms of skincare technology or new formulas when compared to foreign brands. This is a challenge in itself amid rampant competition with new local brands that focus on the needs of Gen Z and the latest beauty trends, such as natural products, skincare with active ingredients, or packaging that is more visually appealing and social media. PT XYZ also faces problems with market segmentation because many of its products are considered too generic and have not targeted the premium segment or dermatological skincare that is in demand. In addition, the dynamics of beauty trends that continue to evolve, especially among the younger generation, require a faster and adaptive approach. Although PT XYZ has rebranded and increased its presence on

social media, the appeal to Gen Z is still inferior to new brands that are more experimental and relevant to today's digital lifestyle. If PT XYZ is unable to adapt quickly to changing trends and the needs of modern consumers, its position in the market could be further pushed by competitors, both local and international.

Deutsche Deutsche Bank. XYZ was discovered by previous researchers in the field of . Sairi, V. N., & Aili, H. (2019)., Ernaiwaiti, F. AI, & Aili, H. (2024)., Sailsaibillai, P. J., & Aili, H. (2024).

The opportunity of PT. XYZ

Along with the rapid growth of the beauty industry, PT XYZ has great opportunities, especially among Gen Z and millennials who are increasingly concerned about self-care. With the increasing awareness of halal, natural, and environmentally friendly products, PT XYZ plans to develop new products that are in line with trends. The development of e-commerce and social media has also made it possible to expand domestic and foreign markets. PT XYZ also has the opportunity to expand into countries where there are many Muslims, such as Malaysia and the Middle East region. Brands can strengthen their position in the midst of competition by working with influencers, other brands, and launching new items for new markets, such as premium items for men. PT XYZ has the ability to increase its growth and competitiveness in the global market by strategically leveraging these opportunities.

Peliaing paidai PT. XYZ was studied in the same liquid as it was studied by previous researchers in the aintairainyai aidailaih Muilyaini, S. R., Ridwain, M., & Aili, H. (2020)., Shobirin, M., & Aili, H. (2019)., Muilyaini, S. R., Ridwain, M., & Aili, H. (2020).

The threat of PT. XYZ

In the midst of increasingly fierce competition in the beauty industry, PT XYZ faces various challenges. The emergence of foreign brands that offer faster innovation, more advanced technology, and a strong global image is a significant challenge, especially in attracting the interest of Gen Z and millennials. In addition, competition is further tightened by new local brands that are aggressive in digital marketing and following trends such as clean facial treatments and skincare based on active ingredients.

Alncaimain paidai PT. XYZ was studied in the liquid by the researcher. If PT XYZ is unable to adapt consistently to changing lifestyles and consumer preferences, there is a risk. If not backed by innovative, high-quality products, trust in the image of halal as a major force can also be threatening. Other external factors that can affect PT XYZ's business stability include international supply chain issues, fluctuations in raw material prices, and dependence on the domestik.PT market XYZ risks losing market share and lagging behind local and international competitors if it does not have a sustainable diversification and innovation strategy.

Alncaimain paidai PT. XYZ was studied in the liquid by the researcher sekuimnyai di aintairainyai aidailaih Kehista, A. P., Fauzi, A., Tamara, A., Putri, I., Fauziah, N. A., Klarissa, S., & Damayanti, V. B. (2023), Maiishairoh, T., & Aili, H. (2020)., Mirzai, M., & Aili, H. (2020).

With the help of the SWOT, PT XYZ has a high level of customer service, and the quality of the product is high, and the quality of the product is high, and the quality of the product is very high, and the quality of the product is very high . With the introduction of technology, the digital transformation of e-commerce, the digital transformation of e-commerce, the development of the digital economy, the development of the digital economy. Meanwhile, the competition is so intense in the industry that it is necessary to innovate and maintain operational efficiency. Typo 1 is the result of a SWOT analysis of the SWOT analysis:

Table 1. SWOT Analysis

	STRENGTH Kuailaitais prodive uingguil	WEAKNESSES The most popular brand in the international landscape
OPPORTUNITY Digitized by E-commerce	STRENGTH - OPPORTUNITY Mixing Optimum Cloth Manure	WEAKNESSES - OPPORTUNITY Increasing the number of digital players
THREATS Competition is a competition	STRENGTH - THREATS Investing in technology products uintuik to increase efficiency.	WEAKNESSES - THREATS Introduction of the E-Waste Control System

SO (Strength - Opportunity) Strategy:

This strategy is designed with daisaircloth thinking about peruisaihaiaian uintuik optimizing the fabric of the diving industry .

ST ST Strategy (Strength – Threait)

This strategy is implemented through investment in technology to improve efficiency.

WO Strategy (Weaiknesses – Opportunity)

This strategy is applied to optimize the digital platform user fabric as effectively as possible.

WT Strategy (Weaiknesses – Threait)

This strategy is implemented by developing a qualitative control system.

Discussion

With the development of the theory of the relevant, the SWOT analysis is an effective method of recovering the straitegi by throwing the fabric to the right, weak, weak, and weak. This analysis helps to reduce the amount of moisture in the soil , as well as the amount of moisture in the soil. With demise demikiain, peruisaihaiaian daipait is a straitegi poetic who aidaiptif dain meningkaitkain daiyai competition.

SWOT Analysis

A SWOT analysis is a tool used to understand the important factors required in achieving and developing a business plan. In addition, SWOT analysis also provides an overview of how a company should view its internal and external environment. The company's internal environment includes weaknesses and strengths, while the external environment consists of opportunities and threats.

1. Strength is a condition that shows superiority or dominance in a company. This factor creates added value that is an advantage for the company. A company is said to have strength if it is superior to other companies and is able to meet the needs and interests of stakeholders. This is the main strength of the company in producing high quality.
2. Weaknesses are conditions that indicate the existence of shortcomings or limitations in a company. A company is considered to have weaknesses if it can reduce quality or even cover up its advantages. However, these weaknesses can still be overcome or minimized so as not to interfere with the company's overall performance.
3. Opportunity is a condition or situation outside the company that can provide benefits to the company and has the potential to increase the company's growth opportunities.
4. Threats are external conditions that can interfere with the smooth running of a business. These threats are usually detrimental to the company and will arise if not properly anticipated. The impact of this threat can be long-term, so it can hinder the achievement of the company's goals and vision.

The SWOT analysis was conducted in the same liquid as the previous researcher in the Allii a Muilyaini, S. R., Ridwain, M., & Allii, H. (2020)., Shobirin, M., & Allii, H. (2019)., Muilyaini, S. R., Ridwain, M., & Allii, H. (2020).

Table 2. SWOT Strategy

Internal factors	Strength 1. A well-known and trusted brand 2. Extensive distribution network 3. Extensive distribution network 4. Competent experience and human resources	Debilitation 1. Digital innovations that still need to be improved 2. Lack of product diversification 3. High dependence on the domestic market 4. Internal IT and e-commerce systems that are not optimal
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External Factors		
Chance 1. Digital Market Growth 2. Technology-Based Beauty Trends 3. Consumer Awareness of Halal and Natural Products 4. Collaboration with Digital Influencers and KOLs 5. Global Market Expansion	Strength Strategy – opportunities 1. Leveraging a Strong Halal and Local Brand Image to Reach the Digital Market 2. Combining Quality Product Innovation with Consumer Digital Trends 3. Using an Extensive Distribution Network to Support Online Market Penetration 4. Innovating Through Collaboration with Influencers and Digital Technology 5. Making Local Value and Product Excellence an Attraction in the International Market	Weakness-Opportunity Strategy 1. Improving Digital Competencies through Training and Recruitment of Expert HR 2. Leveraging Digital Platforms to Cover the Limitations of Physical Distribution 3. Developing Product Innovations that are More Relevant to Consumer Trends 4. Optimize Digital Consumer Feedback for Product and Service Improvement 5. Improving Digital Branding to Address the Weaknesses of Brand Imagery That Is Less Popular Among Gen Z
Threat 1. Fierce Competition in the Digital World 2. Rapid Consumer Trends Change 3. Security and Privacy Issues 4. Data Globalized economic risks 5. Government Regulations and Policies	Strength Strategy – threats 1. Leveraging a Strong Halal & Local Brand Image to Face Global Competition 2. Optimizing Distribution Networks and Digital Marketing to Counter Stiff Competition in E-commerce 3. Driving Research-Based Product Innovation to Answer the Rapid Trend of Digital Consumers 4. Using Consumer Loyalty to Counteract the Threat of Moving to Another Brand 5. Strengthening Data Security Systems and Customer Trust	Weakness Strategy – threat 1. Increasing the Capacity of Digital Technology and Human Resources 2. Increasing Product Innovation Based on Digital Consumer Trends 3. Strengthening Digital Security Systems and Consumer Data Protection 4. Reducing Dependence on Domestic Markets 5. Managing Supply Chain Costs and Efficiency

SWOT strategy includes:**1. Straitegi SO (*Strength - Opportunity*)**

An SO strategy is an aggressive approach to using the strengths that exist within the company to maximize opportunities on the outside. For PT XYZ, this strategy can be implemented by leveraging its strong reputation as a halal cosmetics brand and using natural ingredients to reach the global market, especially in countries with large Muslim populations such as Malaysia, the Middle East region, and parts of Africa. In addition, PT XYZ can create innovative products that integrate the latest technologies, such as skincare with active ingredients or personalized technology applications, to meet the trends and needs of digital consumers, especially among millennials and Gen Z who are increasingly concerned about skin health and innovation. In addition, the strength in local market dominance and consumer loyalty can be used to expand sales channels through e-commerce and social media. A digital marketing approach that leverages platforms such as Instagram, TikTok, and large marketplaces will help reach more consumers and increase interaction with brands. PT XYZ can also collaborate strategically with influencers, celebrities, or other lifestyle brands to create attractive promotional campaigns and special edition products that can increase appeal in the market.

2. Straitegi ST (*Strength – Threats*)

ST's strategy is aimed at harnessing the company's internal strengths in facing or suppressing the influence of external threats. PT XYZ can rely on its image as a halal and natural cosmetics brand that has been trusted by the public to maintain customer loyalty, especially when facing increasingly fierce competition with foreign brands entering the domestic market. In addition, through its dominance of the local market and extensive distribution network, PT XYZ has the opportunity to build an interconnected digital system to compete on the e-commerce platform, as well as improve the excellence of its products through innovation to keep pace with evolving trends and consumer needs.

3. Straitegi WT (*Weaknesses – Threats*)

The WT strategy is a defensive approach that aims to reduce internal weaknesses while avoiding various external threats. PT XYZ needs to immediately overcome the shortcomings in terms of innovation and the use of digital technology so that it is not inferior to other companies, both local and global, which adapt faster in the digital era. The first step that can be taken is to strengthen customer data protection systems, improve efficiency in business processes, and form an internal team that is experts in technology and understands market trends. Through this internal improvement, PT XYZ will be more resilient in facing external threats such as rapid trend changes, price competition pressures, supply chain disruptions and economic uncertainty.

4. Straitegi WO (*Weaknesses – Opportunity*)

The WO strategy emphasizes the use of external opportunities to overcome weaknesses within the company. PT XYZ, which may still be lacking in terms of digital technology and product innovation, can use the momentum of digitalization trends and the increasing demand for natural products as an opportunity to transform. By collaborating with technology startups, beauty influencers, or digital platforms, companies can strengthen their marketing capabilities while developing more innovative products. In addition, providing training to employees in the field of digital marketing and research & development is also an important step to increase PT XYZ's competitiveness in the face of growing market opportunities.

The company's analysis includes the internal and external environment to develop a business plan. A SWOT analysis is a method for analyzing both environments, which consist of strengths, weaknesses, opportunities, and threats. Based on this logic, this analysis aims to maximize strengths and opportunities while minimizing weaknesses.

The SWOT strategy was reviewed in the liquid researcher as it was reviewed by the previous researcher in the aintairainyai aPratama, D. R., & Ali, H. (2023)., Aulia, R. Z., & Ali, H. (2025)., Latif, D. P., & Ali, H. (2025)

Excellence Strategy

An advantage strategy is a step taken by a company to create more value that is unique and different from competitors. The main goal of this strategy is for the product or service provided to be the favorite choice of consumers because it has advantages that other products do not have. These advantages can come from various aspects, such as product quality, technological innovation, competitive prices, quality of customer service, or a strong brand image in the eyes of consumers.

One type of advantage strategy that is often applied is product differentiation. In this strategy, the company tries to present something special, both in terms of design, features, and product benefits, so that consumers feel that they get added value. For example, a cosmetics brand can highlight the use of natural and halal-certified ingredients as an advantage that differentiates it from competitors in the market.

In addition, there is also a cost leadership strategy, where companies strive to become the lowest cost producer in order to offer more affordable prices without reducing product quality. This strategy allows companies to attract more price-sensitive consumers while significantly expanding market share. However, companies must ensure that cost reductions do not come at the expense of product quality.

Excellence can also be obtained through superior customer service. Providing fast, friendly, and personalized service can create a positive experience that encourages consumers to stay loyal and recommend products to others. In today's digital era, easy access to services through online platforms is also an important added value for the company's competitiveness.

Overall, the advantage strategy helps the company strengthen its position in the market and improve competitiveness. By focusing on its core strengths, the company is able to face fierce competition and better meet consumer needs. Continued excellence will support sustainable business growth and build good relationships with customers.

A strategy of excellence has been explored by previous researchers in theof Aquarius, U. A., & Ali, H. (2024). Maristela, T. N., Mitani, W., & Goo, E. E. K. (2024), Astuti, J. D., & Ali, H. (2025)

Facing the Digital Era

In the midst of accelerating the development of digital technology, PT XYZ as a local cosmetics manufacturer faces various new challenges and opportunities. These changes also affect consumer behavior, business patterns, and marketing approaches that must be adjusted. To maintain competitiveness and remain relevant in an increasingly competitive industry, PT XYZ implements a comprehensive digital transformation strategy. This strategy includes increasing the company's internal capabilities, strengthening the brand image through digital channels, and developing online product distribution.

One of PT XYZ's main priorities is to strengthen the company's branding in the digital realm. By utilizing popular platforms such as Instagram, TikTok, YouTube, and Twitter, the company is actively reaching younger market segments, especially millennials and Gen Z. Through informative, engaging, and in accordance with today's beauty trends, PT XYZ has

succeeded in increasing audience engagement. This effort is supported by collaboration with influencers and content creators, who play a big role in building public trust in local products.

In addition, PT XYZ is serious about developing sales through e-commerce platforms. Its products are now available on various major marketplaces such as Tokopedia, Shopee, and Lazada, as well as on official websites designed to provide an easy and safe shopping experience. In the midst of changing consumer habits who now prefer to shop online, this strategy has proven to be able to expand market reach while strengthening customer loyalty.

In terms of product development, PT XYZ continues to innovate by designing skincare and makeup made of natural, lightweight, and safe to use, including for sensitive skin. The company also shows concern for environmental issues through the launch of products with eco-friendly packaging and the reduction of the use of hazardous materials. This initiative provides added value and strengthens the company's position as a socially responsible brand.

In its operations, PT XYZ also adopts technology to increase efficiency and effectiveness. The use of automated inventory systems, sales data analysis, and the implementation of CRM help companies better understand consumer preferences. In addition, the digitization of internal work processes, including employee training, supports increasing the company's productivity and competitiveness in the all-digital era.

Overall, the digital transformation steps taken by PT XYZ not only allow the company to survive in the local market, but also open up opportunities to expand into the international market. Mature digital readiness provides a strong competitive advantage, especially in promoting high-quality, halal, and natural products made in Indonesia. This strategy shows that PT XYZ has been able to utilize the digital era as a sustainable long-term growth engine.

Facing the digital era has been studied by previous researchers in the field of Zulva, A. F., & Ali, H. (2025)., Fitriyani, A., Rosadi, A. D., Laila, F., Puspita, D., & Imron, A. (2024)., Ramadhan, H. F., Yunita, T., Ardiansyah, I., & Maulana, R. (2023)

CONCLUSION

Based on the SWOT analysis that has been carried out, it can be concluded that PT XYZ has a great opportunity to continue to maintain and improve its position in the cosmetics industry, especially in responding to challenges that arise in the digital era. In terms of strengths, the company has advantages in the form of a trusted brand image, quality products with halal certification, and innovations that continue to be developed to meet the needs of a dynamic market. Meanwhile, several *weaknesses* such as limitations in technology mastery and digital distribution that are not optimal need to be overcome through internal capacity building and comprehensive operational digitalization.

In terms of opportunities, the rapid development of e-commerce, healthy living trends, and increasing preference for local products are strategic momentum to expand market penetration. However, PT XYZ also needs to be aware of threats such as increasingly intense competition, rapid changes in trends, and risks related to digital data security.

Therefore, the excellence strategy implemented by PT XYZ should be focused on the optimal use of digital technology, strengthening the brand image through online platforms, and improving the quality of digital services to customers. With the right strategy, the company has the potential to continue to grow, compete effectively, and expand its market reach both domestically and globally.

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