

**JLPH:**  
**Journal of Law, Politic**  
**and Humanities**<https://dinastires.org/JLPH> ✉ [dinasti.info@gmail.com](mailto:dinasti.info@gmail.com) ☎ +62 811 7404 455E-ISSN: 2962-2816  
P-ISSN: 2747-1985DOI: <https://doi.org/10.38035/jlph.v2i4>  
<https://creativecommons.org/licenses/by/4.0/>

## SWOT Analysis and SO, ST, WO, and WT Strategies in XYZ E-Commerce

**Resda Atsila Imanda<sup>1</sup>**<sup>1</sup>Bhayangkara University, Jakarta Raya, Jakarta, Indonesia, [Resdaatsl23@gmail.com](mailto:Resdaatsl23@gmail.com)<sup>1</sup>Corresponding Author: [Resdaatsl23@gmail.com](mailto:Resdaatsl23@gmail.com)<sup>1</sup>

**Abstract:** E-Commerce XYZ is one of the largest fashion e-commerce pioneers in Southeast Asia that continues to face pressure from local and global competitors. This study aims to analyze the strengths, weaknesses, opportunities, and threats (SWOT) faced by e-commerce XYZ in dealing with the dynamic competition in the digital fashion industry. The research method employs a descriptive qualitative approach with literature review as the data collection technique. Initial findings indicate that E-Commerce XYZ's strengths lie in its excellent user experience and robust logistics support, while its weakness is its reliance on discount promotions. Opportunities are abundant through internet penetration and online shopping trends, but threats from social media platforms and direct-to-consumer (DTC) competitors pose significant challenges. This analysis is expected to serve as a foundation for formulating XYZ e-commerce's long-term strategy to maintain its competitive position in the highly competitive online fashion market.

**Keywords:** SWOT Analysis, Survival Strategies, Fashion E-Commerce

### INTRODUCTION

The development of digital technology has changed the way consumers shop, especially in the fashion industry. In Indonesia, e-commerce has grown rapidly, with XYZ e-commerce as one of the pioneers in providing an online fashion platform targeting young urban consumers who demand speed, convenience, and quality service. However, XYZ e-commerce's dominance now faces significant challenges from major competitors and global fashion brands that are beginning to adopt direct-to-consumer (DTC) strategies.

Changes in consumer behavior, increasing preference for personalized shopping experiences, and price pressure from competitors require XYZ e-commerce to formulate adaptive and long-term strategies. One approach that can be used is SWOT analysis, which can identify internal strengths and external challenges that influence business performance.

SWOT analysis has proven effective in helping companies formulate competitive strategies based on internal strengths and external dynamics. By considering strategic environmental aspects and organizational resources, this study aims to provide practical recommendations for the sustainability of XYZ e-commerce business in the future.

Based on this, the research questions in this study are as follows:

1. How does e-commerce XYZ's internal factors affect its competitiveness in the fashion e-commerce industry?
2. What external factors does e-commerce XYZ face in terms of competitiveness in the fashion e-commerce industry?
3. How can an appropriate long-term strategy based on SWOT analysis be formulated to maintain and improve the competitive position of XYZ e-commerce?

Based on the existing problem statement, the objectives of this study are as follows:

1. Identify the internal factors (strengths and weaknesses) of E-Commerce XYZ in facing competition in the fashion e-commerce industry.
2. Analyzing external factors (opportunities and threats) that influence the strategic position of E-Commerce XYZ in the digital fashion industry.
3. Formulating appropriate long-term strategies based on SWOT analysis to maintain and improve the competitive position of E-Commerce XYZ in the face of dynamic competition.

## METHOD

This study uses a descriptive qualitative method with a literature review approach. Data collection techniques were carried out through a review of scientific journals, e-commerce industry reports, academic articles, and official publications from XYZ e-commerce. The objective is to understand the strategic position of XYZ e-commerce in the online fashion industry by identifying internal factors (Strengths and Weaknesses) and external factors (Opportunities and Threats) through SWOT analysis.

The SWOT analysis model is then used to formulate four main types of strategies, namely: SO Strategy (Strengths-Opportunities): leveraging strengths to seize opportunities, ST Strategy (Strengths-Threats): using strengths to address threats, WO Strategy (Weaknesses-Opportunities): overcoming weaknesses by leveraging opportunities, and WT Strategy (Weaknesses-Threats): minimizing weaknesses and avoiding threats.

This model has been widely applied in strategic management research and proven relevant for analyzing a company's competitiveness in the digital era (Pratama & Ali, 2023), (Ramadhanti & Ali, 2024), (Shobirin & Ali, 2019). This method also provides a systematic framework for designing sustainable strategies focused on competitive advantage.

## RESULTS AND DISCUSSION

Based on the background, problem formulation, objectives, and methods described in this article, the following results were obtained:

### 1. Internal Factors of E-Commerce XYZ in Facing Competition in the Fashion E-Commerce Industry

#### Strengths of E-Commerce XYZ in the Fashion E-Commerce Industry

E-Commerce XYZ has a number of key strengths that support its position as an important player in the fashion e-commerce industry in Southeast Asia. First, its exclusive focus on the fashion segment gives E-Commerce XYZ a competitive advantage over generalist e-commerce platforms. With this specialization, E-Commerce XYZ is able to offer a more targeted product curation and establish itself as the go-to destination for online fashion, particularly among urban youth. Additionally, E-Commerce XYZ provides an excellent user experience, evidenced by its clean interface design, intuitive navigation features, and efficient payment process. These factors create comfort and satisfaction for customers at every stage of the shopping process.

Another advantage lies in the logistics system managed by e-commerce XYZ itself. With an efficient distribution center and returns process, it can provide faster and more reliable delivery services, which is an added value in the increasingly fierce digital competition. On the other hand, strategic partnerships with various global and local fashion brands enable e-commerce XYZ to offer exclusive products not found on other platforms. This enhances the perception of quality and appeal of e-commerce XYZ in the eyes of premium consumers. Additionally, a consistent and visually oriented social media marketing strategy has strengthened brand engagement and expanded market reach, keeping e-commerce relevant in the ever-changing digital ecosystem.

The strengths of E-Commerce XYZ have been thoroughly studied by previous researchers, including (Astuti & Ali, 2025), (Gudianto et al., 2022), (Pertiwi et al., 2022).

### **Weaknesses of XYZ E-Commerce in the Fashion E-Commerce Industry**

One of the main weaknesses of XYZ e-commerce is its high dependence on discount promotion strategies to attract customers. This reliance has the potential to reduce profit margins and create the perception that the normal prices of XYZ e-commerce products are too high, which in the long term could affect customer loyalty. Additionally, market segmentation focused on the upper-middle class limits consumer reach, unlike more inclusive generalist platforms that offer a broader range of prices and products. On the technological side, although XYZ e-commerce's UI/UX is superior, its AI-based personalization features are still not optimal compared to competitors who have aggressively implemented machine learning in product recommendations. Another weakness is the limited product range outside the fashion category, forcing consumers to switch platforms for other needs, thereby reducing visit frequency and transactions.

The weaknesses of E-Commerce XYZ have been thoroughly studied by previous researchers, including (Ramadhani & Ali, 2025) and (Ratnasari & Ali, 2025).

## **2. External factors faced by XYZ e-commerce in competition in the fashion e-commerce industry**

### **Opportunities for E-Commerce XYZ in the Fashion E-Commerce Industry**

E-Commerce XYZ has significant opportunities to continue growing amid the dynamic competition in Indonesia's fashion e-commerce industry. One of the main opportunities is the increasing penetration of the internet and mobile device usage, particularly among urban youth. This shift in shopping behavior toward digital platforms provides expansion opportunities for E-Commerce XYZ to broaden its market reach through mobile commerce strategies. Additionally, the growing consumer interest in sustainable fashion presents an opportunity for E-Commerce XYZ to introduce eco-friendly product lines, which can also strengthen its brand image. Another opportunity stems from advancements in digital technology, such as the adoption of artificial intelligence (AI) and big data analytics for personalized shopping experiences, which can enhance customer retention and transaction value. By leveraging consumer behavior data and emerging trends, e-commerce XYZ can create more targeted marketing strategies. Furthermore, collaborations with local influencers and social media-based digital campaigns also present opportunities to strengthen brand engagement, particularly among the Gen Z segment, which is highly responsive to visual and authentic content.

Opportunities in E-Commerce XYZ have been thoroughly studied by previous researchers, including (Hidayatuloh & Ali, 2025), (Ibrahim & Ali, 2023) and (Ali et al., 2022).

### Threats to E-Commerce XYZ in the Fashion E-Commerce Industry

E-Commerce XYZ faces a number of significant threats that could hinder its growth in the fashion e-commerce market. One of the main threats is increasing competition from various social media platforms, which have now become direct-to-consumer (DTC) channels for fashion brands, cutting out intermediaries such as e-commerce XYZ. Additionally, generalist e-commerce platforms are continuously expanding their fashion categories with more competitive pricing, putting pressure on XYZ E-Commerce's competitiveness, which tends to focus on the mid-to-high-end segment. Another challenge is the rapid fluctuation of consumer preferences in the digital age, forcing XYZ E-Commerce to continuously innovate in user experience and personalization technology. If it fails to keep up with these trends, the platform risks losing relevance in the eyes of young users who are adaptive to change. Equally important, the threat of customer data security is also a major concern amid growing consumer concerns about digital privacy, which, if not handled properly, could erode market trust.

The threats to E-Commerce XYZ have been thoroughly studied by previous researchers, including (Ekarini, 2016) and (Utami, 2020).

### 3. Formulation of a long-term strategy based on accurate SWOT analysis to maintain and improve the competitive position of XYZ e-commerce.

Based on the background and SWOT analysis results, E-Commerce XYZ has various strengths, weaknesses, opportunities, and threats. Table 1 below summarizes the SWOT strategies that can be applied by E-Commerce XYZ based on the SWOT analysis results:

**Table 1. SWOT Analisis**

<b>Internal</b>  <b>External</b>	<b>STRENGTH</b>	<b>WEAKNESSES</b>
	Exclusive collaborations with local and global brands	AI-based personalization features are not yet optimal
<b>OPPORTUNITY</b>  The influence of influencers and the power of social media campaigns	<b>STRENGTH-OPPORTUNITY (SO)</b>  Brand collaborations for social media campaigns via influencers	<b>WEAKNESSES-OPPORTUNITY (WO)</b>  Optimize AI with influencer campaign support.
<b>THREATS</b>  Rapid and unstable changes in consumer preferences	<b>STRENGTH-THREATS (ST)</b>  Adaptive collaborations to address changes in consumer preferences.	<b>WEAKNESSES-THREATS (WT)</b>  Develop AI for rapid response to consumer preferences.

### SO (Strength-Opportunity) Strategy

Leveraging exclusive collaborations with local and global brands to increase the power of social media campaigns through influencers.

**ST (Strengths-Threats) Strategy**

Use strategic collaboration to adapt to changes in consumer preferences.

**WO (Weaknesses-Opportunity) Strategy**

Develop AI-based personalization features with the support of social media campaigns.

**WT (Weaknesses-Threats) Strategy**

Conduct research and development of AI technology for personalization to address unstable changes in consumer preferences.

Based on relevant theoretical studies and articles, SWOT analysis is an effective method for formulating strategies by identifying a company's strengths, weaknesses, opportunities, and threats. The analysis shows that E-Commerce XYZ has strengths in superior user experience, efficient logistics systems, and exclusive collaborations with well-known brands. However, weaknesses such as dependence on discount promotions and limited personalization remain challenges.

External opportunities such as internet penetration, sustainable fashion trends, and AI technology can be leveraged to enhance competitiveness. On the other hand, threats from DTC social media platforms, price competition, and data security issues require appropriate handling strategies.

**SWOT Analysis**

According to Freddy Rngkuti (2009:18), SWOT analysis is a systematic process for identifying various factors in order to formulate optimal corporate strategies. This method is based on the principle of maximizing strengths and opportunities while effectively reducing the impact of weaknesses and threats.

Important decisions in a company are always related to its vision, mission, objectives, strategies, and policies. Therefore, strategic planning needs to consider SWOT analysis (strengths, weaknesses, opportunities, and threats) so that companies can understand the current business conditions and determine the right steps to take.

1. Strengths are various resources owned by the company, such as labor, skills, soft skills, and other advantages related to market needs and the company's position compared to its competitors. These strengths are differentiating factors that give the company a competitive advantage in business competition.
2. Weaknesses are various limitations or shortcomings that the company has, whether in terms of resources, employee capabilities, or mastery of skills that can hinder the company's performance in the future. Other factors that can also hinder the company's operations include inadequate facilities, limited benefits, limited financial resources, weak managerial capabilities, and a lack of effective marketing strategies.
3. Opportunities are important moments that every company eagerly awaits because they have the potential to provide benefits. However, not all opportunities can be immediately exploited due to certain obstacles. Some examples of opportunities that can benefit companies in the future include technological developments, improved relationships with customers and suppliers, and various other factors.
4. In contrast to opportunities, threats are critical conditions that can harm a company. These threats can disrupt business operations, weaken the company's position in the market, and hinder the achievement of company goals. One common example of a threat is new government policies or regulations that have a negative impact on businesses.

SWOT analysis has been thoroughly studied by previous researchers, including (Latif & Ali, 2025), (Simorangkir & Ali, 2025), and (Puspajati & Ali, 2025).

**Table 2. SWOT Strategy for XYZ E-Commerce**

<div> <div>Internal Factors</div> <div>External Factors</div> </div>	<b>Strengths (S)</b> <ol style="list-style-type: none"> <li>1. Exclusive collaboration with local and global brands.</li> <li>2. Superior user experience (UI/UX, fast payment).</li> <li>3. Efficient and self-managed logistics system.</li> <li>4. Strong social media-based marketing.</li> </ol>	<b>Weaknesses (W)</b> <ol style="list-style-type: none"> <li>1. AI-based personalization features are not yet optimal.</li> <li>2. Market reach is limited to the upper middle class.</li> <li>3. Product categories are limited (only fashion).</li> <li>4. Dependence on discount promotions.</li> </ol>
	<b>Opportunities (O)</b> <ol style="list-style-type: none"> <li>1. Influencer and social media campaigns.</li> <li>2. High internet penetration and mobile commerce.</li> <li>3. Sustainable fashion trends.</li> <li>4. AI and big data technology for personalization.</li> </ol>	<b>Strengths-Threats (ST)</b> <ol style="list-style-type: none"> <li>1. Adaptive collaboration to address changing consumer preferences.</li> <li>2. Rapid innovation based on feedback from young users.</li> <li>3. Strengthening service speed to address DTC.</li> <li>4. Improving system security and customer data.</li> </ol>
<b>Threats (T)</b> <ol style="list-style-type: none"> <li>1. Rapid changes in consumer preferences.</li> <li>2. Price pressure from generalist e-commerce.</li> <li>3. Competition from DTC and social media platforms.</li> <li>4. Threats to customer data security.</li> </ol>	<b>Weaknesses-Opportunities (WO)</b> <ol style="list-style-type: none"> <li>1. Optimize AI with influencer campaigns.</li> <li>2. Expand your market through m-commerce.</li> <li>3. Diversify your product categories to attract new segments.</li> <li>4. Develop non-discount marketing strategies.</li> </ol>	<b>Weaknesses-Threats (WT)</b> <ol style="list-style-type: none"> <li>1. Develop AI for quick response to consumer trends.</li> <li>2. Diversify market segments with affordable products.</li> <li>3. Diversify products to compete with DTC &amp; social media.</li> <li>4. Build customer loyalty and trust on an ongoing basis.</li> </ol>

This SWOT strategy alternative includes:

1. SO (Strength-Opportunities) Strategy
  - a. Brand collaboration for social media campaigns via influencers: Utilize exclusive partnerships with local and global brands to strengthen social media campaigns through influencers, maximizing reach and brand awareness.



- b. Expanding mobile commerce based on superior UI/UX: With the strength of its logistics system and optimal UI/UX, XYZ can expand into mobile commerce to reach the digitally native younger generation.
  - c. Launching sustainable products for brand image: Responding to the sustainable fashion trend, XYZ can launch an eco-friendly product line to enhance its brand image.
  - d. Optimize AI & big data for customer retention: Develop AI-based personalization and shopping recommendation systems to improve user experience and customer retention.
2. ST (Strengths-Threats) Strategy
- a. Adaptive collaboration to address changing consumer preferences: Adjust product curation and collaborative campaigns in line with new trends to remain relevant to Gen Z consumers.
  - b. Rapid innovation based on young user feedback: Implement a real-time feedback-based product development system to counter price competition.
  - c. Enhancing service speed to compete with DTC: Adding services like “same-day delivery” with our own fleet as a selling point to counter DTC competition and social media platforms.
  - d. Enhancing system and customer data security: Leveraging existing digital infrastructure to address concerns about customer data security.
3. WO (Weaknesses-Opportunities) Strategy
- a. Optimize AI with influencer campaigns: Use influencer popularity to introduce new personalization features and attract consumer interest.
  - b. Expand the market through m-commerce: Reach users from various social classes with a more flexible pricing strategy.
  - c. Diversify product categories to attract new segments: Expand product categories through omnichannel e-commerce to increase purchase frequency and user loyalty.
  - d. Develop non-discount marketing strategies: Reduce reliance on promotions by building brand value and exclusive services.
4. WT (Weaknesses-Threats) Strategy
- a. Develop AI for quick response to consumer trends: Overcome personalization limitations by building a consumer behavior-based recommendation system.
  - b. Diversify market segments with affordable products: Offer fashion products at various price points to avoid relying solely on the upper-middle class.
  - c. Diversify products to compete with DTC & social media: Add supporting fashion sub-categories such as accessories and lifestyle products to create a complete shopping ecosystem.
  - d. Build customer loyalty and trust sustainably: Implement loyalty programs, enhance data security, and strengthen two-way interactions to maintain customer trust and engagement.

## CONCLUSION

Based on SWOT analysis, E-Commerce XYZ has:

1. Strengths in superior UI/UX, efficient internal logistics systems, and exclusive collaborations with local/global brands. However, it remains weak in its reliance on promotions, suboptimal AI personalization, and limited market reach.

2. Opportunities include increasing internet penetration, sustainable fashion trends, and the utilization of technologies such as AI and big data. Meanwhile, its main threats are shifting consumer preferences, competition from DTC platforms and general e-commerce, and data security issues.
3. Long-term strategies include: influencer campaigns with brands (SO), adapting to trends and strengthening data security (ST), improving AI and diversifying products (WO), and affordable products and increased customer loyalty (WT). These strategies are designed to maintain competitiveness in the dynamic e-commerce landscape.

## REFERENCES

- Ali, H., Hamdan, & Mahaputra, M. R. (2022). Faktor Eksternal Perceived Ease of Use dan Perceived Usefulness pada Aplikasi Belanja Online: Adopsi Technology Accepted Model. *JURNAL ILMU MULTIDISIPLIN*, Vol. 1, No. 3, 587–604.
- Astuti, J. D., & Ali, H. (2025). Penerapan Analisis SWOT dan Strategi SO, ST, WO dan WT dalam Pengembangan Daya Saing Produk Skincare Lokal PT. XYZ. *JPKN: Jurnal Pendidikan Dan Kebudayaan Nusantara*, Vol. 3, No. 2, 53–66.
- Ekarini, F. (2016). Analisis Competitive Forces and Competitive Strategy pada Sistem Informasi “Zalora.co.id.” *Jurnal Electronics, Informatics, and Vocational Education (ELINVO)*, Vol. 1, No. 2, 104–108.
- Gudianto, C., Sedyono, E., & Sembiring Irwan. (2022). Analisis Sistem E-Commerce pada Shopee untuk meningkatkan daya saing menggunakan metode S.W.O.T. . *JIFOTECH (JOURNAL OF INFORMATION TECHNOLOGY)* , Vol. 2, No. 1, 6–10.
- Hidayatuloh, A., & Ali, H. (2025). Pengaruh Perubahan Tren Konsumen, Persaingan Global dan Mengembangkan Inovasi terhadap Pemasaran Digital. *DINASTI ACCOUNTING REVIEW*, Vol. 2, No. 3, 116–123.
- Ibrahim, A. M., & Ali, H. (2023). Faktor-Faktor yang Mempengaruhi Keputusan Pembelian: Orientasi Pasar dan Kualitas Website. *Jurnal Greenation Ilmu Akuntansi*, Vol. 1, No. 2, 97–103.
- Latif, D. P., & Ali, H. (2025). SWOT Analysis in Designing an Initial Strategy for E-Commerce Implementation in Apotek XYZ Operational Process. *Siber International Journal of Education Technology (SIJET)*, Vol. 2, No. 4, 125–134.
- Pertiwi, A. B., Ali, H., & Sumantyo, F. D. S. (2022). Pengaruh Persepsi Harga dan Kualitas Pelayanan terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan pada ECommerce Shopee. *JURNAL ILMU MULTIDISIPLIN*, Vol. 1, No. 2, 537–553.
- Pratama, D. R., & Ali, H. (2023). Strategi Pengembangan Pemasaran pada Coffeshop Xyz Cabang Xyz dengan Metode Analisis SWOT. *Jurnal Siber Transportasi Dan Logistik (JISTL)*, Vol. 1, No. 2, 51–61.
- Puspajati, I., & Ali, H. (2025). Analisis SWOT Sebagai Dasar Strategi Bersaing PT. XYZ Dalam Penjualan Sepeda Motor. *JPKN: Jurnal Pendidikan Dan Kebudayaan Nusantara*, Vol. 3, No. 1, 21–30.
- Ramadhani, F. Y., & Ali, H. (2025). Analisis SWOT dan Strategi SO, ST, WO dan WT untuk Meningkatkan Strategi Pemasaran Brand Awareness pada PT XYZ. *JPKN: Jurnal Pendidikan Dan Kebudayaan Nusantara*, Vol. 3, No. 2, 67–76.
- Ramadhanti, N. A., & Ali, H. (2024). Faktor-Faktor yang Mempengaruhi Lingkungan Eksternal: Peluang dan Ancaman dari Persaingan Industri, Perubahan Regulasi, dan Perkembangan Teknologi dalam Konteks Manajemen Strategis. *Jurnal Siber Transportasi Dan Logistik (JSTL)*, Vol. 2, No. 1, 11–19.
- Ratnasari, & Ali, H. (2025). Pengaruh Kualitas Produk, Reputasi Toko dan Pemasaran Digital Terhadap Keputusan Pembelian di Marketplace. *Jurnal Manajemen Dan Pemasaran Digital (JMPD)*, Vol. 3, No. 2, 124–135.



- Shobirin, M., & Ali, H. (2019). STRATEGI PENGEMBANGAN INFRASTRUKTUR DALAM MENINGKATKAN PELAYANAN PENUMPANG DI BANDAR UDARA INTERNASIONAL SOEKARNO HATTA CENGKARENG . *JURNAL EKONOMI DAN MANAJEMEN SISTEM INFORMASI*, 1(2), 155–168.
- Simorangkir, N. Z., & Ali, H. (2025). SWOT, IFAS, EFAS, and SPACE Analysis of Competitive Advantage Enhancement Strategies for XYZ Bakery and Pastry UMKMin Facing Market Competition. *Siber International of Education Technology (SIJET)*, Vol. 2, No. 4, 116–124.
- Utami, A. R. H. (2020). PENGARUH PERSEPSI KEMUDAHAN, KEPERCAYAAN, KEAMANAN DAN PERSEPSI RESIKO TERHADAP MINAT MENGGUNAKAN E-COMMERCE. *Prisma (Platform Riset Mahasiswa Akuntansi)*, Vol. 01, No. 06, 79–93.