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Design of Export Strategy for Roasted Beans Products to The Asean Market Using The Swot Method and The Use of Trade Map (Case Study: Pt Wahana Development Indonesia)

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Abstract

This research aims to analyze the potential of roasted coffee bean products and provide a strategy proposal for PT. Wahana Development Indonesia (Kopi Sarongge) to maximize sales by exporting roasted beans via the Trade Map website to ASEAN countries, particularly Singapore, Malaysia, and Thailand. The analysis methods employed include SWOT analysis, IFAS, EFAS, and strategy formulation using the TOWS matrix. Based on the processed data from the IFAS table, the IFAS value of 3.11 indicates that the Company possesses significant strengths. This suggests the Company has many internal advantages and capabilities. Furthermore, the EFAS table yielded a value of 2.73, indicating relatively favorable external conditions for the Company despite facing some challenges. In the TOWS matrix, the Company ranks 1st with an SO strategy, where it should leverage its reputation for high-quality coffee beans to meet the increasing demand in international markets, utilize competent human resources to explore the export-import sector, set competitive pricing to enhance competitiveness and attract international market interest, and utilize adequate production capacity to sell through various channels. This research was conducted to determine the strategies that the Company should employ to penetrate the ASEAN market.

Keywords: Export, Roasted Beans, Strategic Plan, SWOT, Trade Map.

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INTRODUCTION

Coffee is one of the commodities that belongs to the plantation subsector of Indonesia's mainstay agricultural sector, which has a significant role in contributing to the national economy by generating the country's foreign exchange, providing a source of income for farmers and creating various job opportunities through processing, marketing, and international trade (Agustiansyah et al., 2023).

There are various types of coffee found in various regions of Indonesia, and they have a variety of flavors and aromas (Harahap et al., 2022). This is what makes coffee a very varied and interesting product for coffee fans in Indonesia and even around the world (Purnomo et al., 2021). Given the increasing demand, coffee cultivation is becoming increasingly crucial as a step to meet the needs of the ever-growing market (Upendranadh & Subbaiah, 2021). According to the Central Statistics Agency (BPS) in the 2023 Indonesia Statistics Report, Indonesia's coffee production in 2022 was around 794,800 tons, an increase of about 1.1% compared to the previous year of 786,191 tons.

According to the United States Department of Agriculture (USDA), in 2022/2023, world coffee production reached 170 million bags, with each bag weighing 60 kg (Koss, 2024). Indonesia is ranked third as the largest coffee-producing country in the world, with a coffee production volume of 11.85 million bags, with details that Indonesia has produced 1.3 million bags of Arabica coffee and 10.5 million bags of robusta coffee. (Jaelani et al., 2024)

In international trade theory, a country's exports are excess domestic supplies that are not used by domestic consumers (Rezeta et al., 2024). Indonesia is one of the largest coffee producers in the world and has a surplus of production, so coffee exports are one way to optimize the use of the surplus. (Suherman et al., 2023)

PT Wahana Development Indonesia is a company engaged in the domestic coffee industry (Sarongge Coffee), located in Sarongge Village, Ciputri Village, Pacet District, Cianjur Regency which is adjacent to the Gunung Gede Pangrango National Park area, Cianjur at an altitude of 1,000-1,600 meters above sea level at the foot of Mount Gede Pangrango.

On its way, PT Wahana Development Indonesia (Kopi Sarongge) has been quite good in domestic sales, as evidenced by buyers from various regions in West Java, but the Company wants to maximize sales through efforts to export roasted beans coffee bean products to potential export countries because the price difference between domestic and foreign countries is quite high. On the other hand, the Company has limitations in terms of easily accessible information on export market opportunities (Li et al., 2024). Therefore, the Company cannot choose the right destination export opportunity country, which has an impact on the Company's inability to maximize sales (Arifin et al., 2024).

This research aims to provide strategies that can be applied by PT. Wahana Development Indonesia (Kopi Sarongge) in maximizing sales through efforts to export roasted bean products with the SWOT analysis method to identify internal and external factors that can affect, namely strengths, weaknesses, opportunities, and threats that will be faced and the use of the Trade Map website to ASEAN countries, especially Singapore, Malaysia, and Thailand.

RESEARCH METHODS

Data collection uses primary data through interviews and field observations and then secondary data is obtained from scientific journals, websites, electronic books, documents, and other references that can be accessed both conventionally and through the internet. This research was conducted at PT Wahana Development Indonesia which is located (Rahardjo, 2011) in Sarongge Village, Ciputri Village, Pacet District, Cianjur Regency.

The data processing technique in this study uses SWOT analysis accompanied by the preparation of *the Internal Strategic Factors Analysis Summary (*IFAS) and *External Strategic Factors Analysis Summary* (EFAS), as well as the preparation of strategies with the TOWS matrix. The process of making a strategic plan goes through three stages, namely, data collection, analysis, and decision-making. The steps that will be taken in this research are, first, analysis of the Company's internal and external environment (interviews and observations). Second, compiling the results of internal and external environmental analysis in the form of SWOT analysis tables. Third, weighting in the form of IFAS and EFAS tables. Finally, compile a TOWS or SWOT matrix to get four sets of possible strategies. (Freddy Rangkuti, 2019)

RESULTS AND DISCUSSION

The results of the observations obtained by the researcher while at PT Wahana Development Indonesia (Kopi Sarongge) are:

1. The Company is included in the category of small businesses in MSMEs, referring to Law 20/2008 MSMEs with the criteria of total annual sales of more than Rp 300,000,000.

2. The competence of human resources owned by the Company for coffee bean processing is very good, as evidenced by the report on the results of the taste test conducted at the Indonesia Coffee and Cocoa Research Center. Kopi Sarongge obtained a final score of 87.50, with very good criteria. Then, in the international event by the Cup of Excellence, the quality of the coffee beans of PT Wahana Development Indonesia (Kopi Sarongge) achieved a score of 87.22, which means that it is a good score and can compete in international events.
3. The Company wants to contribute to the restoration of the Gunung Gede Pangrango forest, play an active role in forest conservation, and improve the quality of life of the community, especially in the Cianjur area. Therefore, the Company establishes strong connectivity with local farmers, which means the Company will never lack coffee bean stock and will benefit the surrounding area.
4. The production capacity for roasted beans products owned by the Company is quite adequate, the Company has a 10 kg digital coffee roaster type machine with a production capacity of up to 10kg/batch (1batch = 15-20 minutes for coffee with 12% moisture content) which in one day the Company can produce roasted beans up to 30 kg if the moisture content in the coffee bean stock is at 12%.
5. The owner of the Company is always present to ensure consistent product quality.
6. The Company's human resources have limitations in terms of international market access.
7. The logistics infrastructure to distribute products to the international market is inadequate.
8. The Company has not optimized the use of digital platforms for marketing and promotional media.

SWOT Analysis

In maximizing sales through efforts to export roasted beans coffee bean products, it is necessary to carry out several stages to determine the Company's condition. The first stage is to interview four key sources from the Company. After going through this stage, it is known that the condition of the Company with SWOT is as follows:

Table 1. SWOT Analysis

Strength	***Weakness***
• Good quality coffee beans • Competent human resources • Connectivity with local farmers • Competitive product price • Adequate production capacity • Company owner's *hands-on* to ensure consistent product quality	• Limited knowledge of company managers regarding international market access • Logistics infrastructure to distribute products to international markets is still weak • Marketing and promotion through digital platforms have not been carried out optimally
Opportunity	***Threats***
• The demand for high-quality coffee beans is constantly increasing in the international market.	• Missing out on new market opportunities due to lack of understanding of trends and demand from international markets

Strength	*Weakness*
• The availability of a platform that can be accessed for free to find out the conditions of the international market • The existence of a trade agreement agreement (ATIGA) • The existence of an online buying and selling platform that can penetrate the global market • Massive use of social media and knows no geographical boundaries	• Competition with similar products • It is possible that the buyer did not make the transaction as it should • Policy and regulatory changes • Constrained by product requirements in the international market

1. IFAS

In the table below, IFAS is presented, which is the result of processing interview data from four sources in accordance with the qualifications that have been determined. An example of calculation for data processing and weight for internal factors, namely the strength factor in S1, is obtained from the total answers of four speakers, namely 4 + 3 + 4 + 4 = 15, and for the calculation of the weight on the strength factor S1 is obtained from the total answers of the resource persons divided by the total data processing of the resource persons with the following example calculations:

Weight = rounded to 0.14$\frac{15}{110} = 0{,}13636$

Table 2. Internal Strategy Factor Matrix

Code	**Internal Factors**	**Resource Person Data Processing**	**Weight Score**
	Strength		
S1	Good quality coffee beans	15	0,14
S2	Competent human resources	12	0,11
S3	Connectivity with local farmers	11	0,10
S4	Competitive product price	14	0,13
S5	Adequate production capacity	13	0,12
S6	Company owner's *hands-on* to ensure consistent product quality	12	0,11
	Total *Strength*	**77**	**0,70**
Code	**Internal Factors**	**Resource Person Data Processing**	**Weight Score**

Code	Internal Factors	Resource Person Data Processing	Weight Score
	Strength		
	Weakness		
W1	Limited knowledge of company managers regarding international market access	9	0,08
W2	Logistics infrastructure to distribute products to international markets is still weak	11	0,10
W3	Marketing and promotion through digital platforms have not been carried out optimally	13	0,12
	Total *Weakness*	**33**	**0,30**
	Total Internal Factors	**110**	**1,00**

In the internal strategy factor matrix table below, the Rating, weight, and strength score data that have been processed with the following calculations are presented:

The calculation of the weight of the strength factor obtained from the total answers of the four speakers divided by the total calculation of IFAS data seen in the table above with the results:

Weight = rounded to 0.14 $\frac{15}{110} = 0{,}13636$

The calculation of the strength factor rating is obtained from the total number of assessments of the answers of the four resource persons divided by the number of resource persons as follows:

Rating = $\frac{15}{4} = 3{,}75$

The calculation of the strength factor score is obtained from the multiplication of the Rating and weight as follows:

Score = Rating x Weight

Score = 3.75 x 0.14 = 0.51

Table 3 Internal Strategy Factor Matrix Score

Number	Internal Factors	Rating	Weight	Score
	Strength			
1	Good quality of coffee beans (S1)	3,75	0,14	0.51
2	Competent human resources (S2)	3,00	0,11	0.33
3	Connectivity with local farmers (S3)	2,75	0,10	0.28
4	Competitive product price (S4)	3,50	0,13	0,45
5	Adequate production capacity (S5)	3,25	0,12	0.38

6	Company owners hands-on to ensure consistent product quality (S6)	3,00	0,11	0.33
	Total *Strength*	**19,25**	**0,70**	**2,27**
	Weakness			
1	Limited knowledge of company managers regarding international market access (W1)	2,25	0.08	0,18
2	Logistics infrastructure to distribute products to international markets is still weak (W2)	2,75	0.10	0,28
3	Marketing and promotion through digital platforms have not been carried out optimally (W3)	3,25	0.12	0,38
	Total *Weakness*	**8,25**	**0,30**	**0,84**
	Total Internal Factors			**3,11**

In the matrix table of internal strategy factors, the results of the analysis of Table 3 show that the thing with the greatest influence in the export of roasted beans to be able to penetrate the ASEAN market in the strength factor (S) is good quality coffee beans with a score of 0.51.

The most influential factor of the Company's weakness in penetrating the ASEAN market is the limited knowledge of company managers regarding international market access, with a score of 0.18. In overcoming this weakness, companies need to improve human resources in terms of knowledge (export-import) regarding international market access to be able to analyze the international market through online platforms such as Trade Map, which are easily accessible and not difficult to use.

The total internal factor score is 3.11, which means that the company has quite significant strength. A score close to 4 shows that the company has many advantages and good internal capabilities.

2. EFAS

In Table 4.4 below, EFAS is presented, which is the result of processing interview data with four resource persons in accordance with the qualifications that have been determined. An example of calculation for data processing and weight for external factors, namely the opportunity factor at O1, is obtained from the total answers of four resource persons, namely 4 + 4 + 3 + 4 = 15, and for the calculation of the weight on the opportunity factor O1 is obtained from the total answers of the resource persons divided by the total data processing of the resource persons with the following calculation examples:

Weight = $\frac{15}{104} = 0{,}14$

Table 4 External Strategy Factor Matrix

Code	External Factors	Resource Person Data Processing	Weight Score
	Opportunity		
O1	The demand for high-quality coffee beans is constantly increasing in the international market	15	0,14
O2	The availability of a platform that can be accessed for free to find out the conditions of the international market	12	0,12
O3	The existence of the ATIGA trade agreement agreement	11	0,11
O4	The existence of an online buying and selling platform that can penetrate the global market	8	0,08
O5	Massive use of social media and knows no geographical boundaries	12	0,12
	Total *Opportunity*	**58**	**0,56**
Code	**External Factors**	**Resource Person Data Processing**	**Weight Score**
	Threats		
T1	Missing out on new market opportunities due to lack of understanding of trends and demand from international markets	10	0,10
T2	Competition with similar products	9	0,09
T3	It is possible that the buyer did not make the transaction as it should	11	0,11
T4	Policy and regulatory changes	10	0,10
T5	Constrained by product requirements in the international market	6	0,06
	Total *Threats*	**46**	**0,44**
	Total External Factors	**104**	**1,00**

In the external strategy factor matrix table below, the Rating, weight, and strength score data that have been processed with the following calculations are presented:

The calculation of the weight of the opportunity factor obtained from the total answers of the four speakers divided by the total calculation of EFAS data seen in the table above with the results:

Weight = $\frac{15}{104} = 0{,}14$

The calculation of the opportunity factor rating is obtained from the total number of assessments of the answers of the four resource persons divided by the number of resource persons as follows:

Rating = $\frac{15}{4} = 3{,}75$

The calculation of the opportunity factor score is obtained from the multiplication of the Rating and weights as follows:

Score = Rating x Weight

Score = 3.75 x 0.14 = 0.54

Table 5 External Strategy Factor Matrix Score

Number	External Factors	Rating	Weight	Score
	Opportunity			
1	The demand for high-quality coffee beans continues to increase in the international market due to a new consumption pattern, namely coffee consumption in people's daily lives as a lifestyle (O1)	3,75	0,14	0,54
2	Availability of a platform that can be accessed for free to find out the conditions of the international market (O2)	3,00	0,12	0,35
3	The existence of the ATIGA (O3) trade agreement	2,75	0,11	0,29
4	The existence of an online buying and selling platform that can penetrate the global market (O4)	2,00	0,08	0,15
5	Massive use of social media and knows no geographical boundaries (O5)	3,00	0,12	0,35
	Total *Opportunity*	**14,50**	**0,56**	**1,68**
	Threats			
1	Missing out on new market opportunities due to a lack of understanding of trends and demand from international markets (T1)	2,50	0,10	0,24
2	Competition with similar products (T2)	2,25	0,09	0,19
3	Possibility of the buyer not making the transaction as it should be (T3)	2,75	0,11	0,29

Number	External Factors	Rating	Weight	Score
	Opportunity			
4	Policy and regulatory changes (T4)	2,50	0,10	0,24
5	Constrained by product requirements in the international market (T5)	1,50	0,06	0,09
	Total *Threats*	**11,50**	**0,44**	**1,05**
	Total External Factors			**2,73**

In the external strategy factor matrix table, the results of the analysis above show that the thing with the greatest opportunity in the export of roasted beans to be able to penetrate the ASEAN market in the opportunity factor (O) is that the demand for high-quality coffee beans continues to increase in the international market due to a new consumption pattern, namely coffee consumption in people's daily lives as a lifestyle with a score of 0.54. This can benefit the company because it is in accordance with the most influential strength of the company, namely, the quality of good coffee beans.

The most influential threat factor for companies in penetrating the ASEAN market is product requirements constraints, as contained in Table 2.9.1. in the international market, with a score of 0.09. Similarly, in the weakness of companies, it is necessary to overcome this threat by increasing human resources in terms of knowledge (export-import) and what requirements must be completed in the process of exporting roasted beans to potential export countries.

The total external factor score is 2.73 which means that the Company's external conditions are quite supportive. With a score above 2.5, this indicates that the external environment is relatively favorable, although it has some challenges that need to be faced.

Discussion

The formulation of strategies in maximizing sales through efforts to export roasted beans to potential export countries is presented in Table 6:

Table 6 TOWS Analysis Results

IFAS EFAS	*Strengths* (S)	*Weakness* (W)
	1. Good quality of coffee beans (S1) 2. Competent human resources (S2) 3. Connectivity with local farmers (S3) 4. Competitive product price (S4) 5. Adequate production capacity (S5) 6. Company owners hands-on to ensure consistent product quality (S6)	1. Limited knowledge of company managers regarding international market access (W1) 2. Logistics infrastructure to distribute products to international markets is still weak (W2) 3. Marketing and promotion through digital platforms have not been carried out optimally (W3)
Opportunity (O)	SO Strategy	WO Strategy

1. The demand for high-quality coffee beans continues to increase in the international market due to a new consumption pattern, namely coffee consumption in people's daily lives as a lifestyle (O1) 2. Availability of a platform that can be accessed for free to find out the conditions of the international market (O2) 3. The existence of the ATIGA (O3) trade agreement 4. The existence of an online buying and selling platform that can penetrate the global market (O4) 5. Massive use of social media and knows no geographical boundaries (O5)	1. Using the reputation of good quality coffee beans to meet the increasing international market demand (S1, O1, O3) 2. Utilizing competent human resources to study the world of export-import and conduct international market analysis through online platforms such as Tradem Map or pay attention to trends on social media (S2, O2, O5) 3. Setting competitive prices to increase competitiveness and attract consumers in the international market (Q4, O1) 4. An adequate amount of production can be used by the Company to sell through various channels (S5, O4)	1. Conducting training for human resources to use online platforms to be able to conduct international market analysis (W1, O2) 2. Development of logistics infrastructure using online buying and selling platforms to expand the range of product distribution to the international market at a lower cost (W2, O4) 3. Optimization of social media digital marketing strategies in accordance with the trend of coffee consumption as a lifestyle to increase product existence in the international arena (W3, O5)
Threats (T)	ST Strategy	WT Strategy
1. Missing out on new market opportunities due to a lack of understanding of trends and demand from international markets (T1) 2. Competition with similar products (T2) 3. Possibility of the buyer not making the transaction as it should be (T3) 4. Policy and regulatory changes (T4)	1. Conduct regular and continuous market research to understand international market opportunities/trends and demands (Q2, T1) 2. Branding quality coffee beans at competitive prices (S1, S4, T2) 3. Create a team to monitor policy and regulatory changes from international markets and build a network with experts in these matters (S2, T4)	1. Improve human resource knowledge and competence regarding the international market (W1, T1) 2. Establish partnerships with logistics service providers that can accommodate policy and regulatory changes and can meet product requirements in international markets (W2, T4, T5) 3. Marketing and promotion optimization through

5. Constrained by product requirements in the international market (T5)	4. Ensure that the coffee beans produced meet all requirements and standards by conducting Quality Checks and Quality Assurance (S6, T5) 5. Using the L/C method in international trade payments to minimize transaction failures (Q2, T3)	digital platforms and media to strengthen product presence in the eyes of the public (W3, T2)

SWOT MATRIX

Based on the results of the analysis, the largest score is the strength and opportunity factor, with a total score of 2.27 and 1.68. The score values for each are presented in the table below:

Table 7 SWOT Matrix

S	Score	W	Score	O	Score	T	Score
S1	0,51	W1	0,18	O1	0,54	T1	0,24
S2	0,33	W2	0,28	O2	0,35	T2	0,19
S3	0,28	W3	0,38	O3	0,29	T3	0,29
S4	0,45			O4	0,15	T4	0,24
S5	0,38			O5	0,35	T5	0,09
S6	0,33						
TOTAL	**2,27**	**TOTAL**	**0,84**	**TOTAL**	**1,68**	**TOTAL**	**1,05**

In the next stage, the total score of S, W, O, and T will be processed and calculated in the SWOT ranking to find out which strategy ranks first and is suitable for the Company.

Swot Ranking

Based on the score value obtained, the calculation of the strategy ranking is presented in the table below:

Table 8 *Ranking* SWOT

It	Strategy	Score	Total Score	*Ranking*
1	SO	2,27 + 1,68	3,95	1
2	ST	2.27 + 1,05	3,32	2

It	Strategy	Score	Total Score	*Ranking*
3	WO	0,84 + 1,68	2,52	3
4	WT	0,84 + 1,05	1,90	4

The results of the calculation above show that in maximizing sales through efforts to export roasted beans to potential export countries, the formulation of the strategy is ranked 1st by the SO strategy where the Company must:

1. Using the reputation of good quality coffee beans to meet the increasing demand of the international market can be proven in laboratory testing in 2019 with a taste score of 87.50, where the score is already above the minimum value for a specialty grade of 80, then at the international event organized by the Cup of Excellence, the quality of coffee beans of PT Wahana Development Indonesia (Kopi Sarongge) achieved a score of 87.22 which means it is a good score and can compete in international events.
2. Utilizing competent human resources to study the world of export-import and conduct international market analysis through online platforms such as Trade Map or paying attention to trends on social media.
3. Setting competitive prices to increase competitiveness and attract consumer interest in the international market.
4. An adequate amount of production can be used by the Company to make sales through various channels.

TRADE MAP

In the selection of importing countries, the researcher provides and uses information obtained through the Trade Map. The International Trade Centre UNCTAD/WTO (ITC) develops a Trade Map that aims to facilitate market research, monitor trade performance, identify comparative and competitive advantages, and find potential market or product diversification. The website can also help design and prioritize trade development programs for trade support companies and institutions. Thus, PT Wahana Development Indonesia (Kopi Sarongge) can conduct an analysis related to the potential market for roasted beans in the intended potential country. On the Trade Map website, there are indicators that are performance measurement tools for assessing exporting and importing countries.

Based on statistical data obtained through Trade Map, PT Wahana Development Indonesia (Kopi Sarongge) is advised to choose three importing countries (Singapore, Malaysia, and Thailand).

Picture 1 Top 3 Main Focus of Potential Export Countries

Source: Trade Map, (2022)

This is due to several reasons, namely Trade Map (2022):

1. The ASEAN Trade Agreement (ATIGA) and Indonesia benefited from the agreement.
2. The deficit trade balance of the three countries indicates high domestic demand, and the three countries cannot meet their domestic demand, so the three countries have to import from abroad to meet domestic needs.
3. The distance between countries that is not too far makes it possible to reduce logistics costs.
4. The estimation of untapped potential is quite large from the three countries.

The following are the steps to use Trade Map in finding importers of roasted beans in ASEAN countries:

Picture 2 Page Views *Home and Search* Trade Map Website

Source: Trade Map, (2022)

1. Select the Login menu to register and/or log in with the account that has been created to access the Trade Map service.
2. Select the Product feature to access statistical data on international products.
3. Select Imports to access data related to importers around the world.
4. Enter the product code (HS Code) to access the product data you are looking for (HS Code roasted beans 090121).
5. Once the product code is entered, then select Trade Indicators to view importer data related to the selected product.

Picture 3 List of Importers *Roasted Beans* in ASEAN countries

Source: Trade Map, 2022

6. Select the roasted beans importing country to access the data of the importing Company in one of the three desired countries and the data of the roasted beans coffee bean importer (an indicator used as a measuring tool in selecting the importing country).

Picture 4 List of Importers *Roasted Beans* in ASEAN countries

Source: Trade Map, (2022)

7. Select the Companies menu to access the list of importer companies in Singapore for the selected product.

Picture 5 List of Product Categories in Singapore

Source: Trade Map, (2022)

8. Select the desired product category to see the importing companies.

Picture 6 List of Companies in Singapore

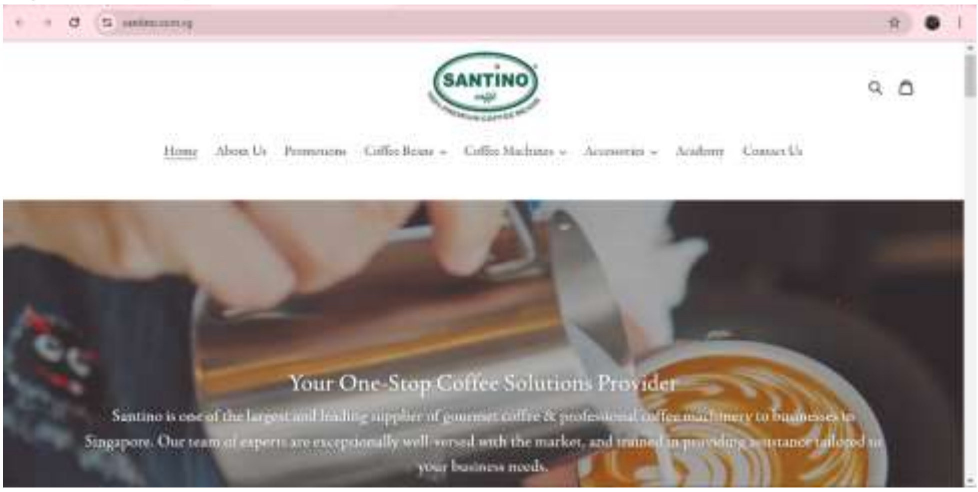
Source: Trade Map, (2022)

9. Select the desired importer company to access the exporter's company profile.

Picture 7 Example *Company Profile* Singapore Importer Company

Source: Trade Map, (2022)

10. A Company Profile is displayed, which contains company information to communicate buying and selling the desired products.



Picture 8 Examples of Importer Websites in Singapore

Source: Santino Singapore, (2024)

11. Next, go to the website listed on the information to access more details related to the Company's products and information.
12. Next, make a request via e-mail so that the communication process in establishing cooperation can be guaranteed to be secure.

CONCLUSION

Based on the results of research that has been conducted on PT Wahana Development Indonesia (Sarongge Coffee), the following conclusions can be obtained: Based on the results of data processing obtained from the IFAS table, it is known that the IFAS value is 3.11, indicating that the Company has a significant strength (quality coffee beans). A score close to 4 shows that the Company has many advantages and good internal capabilities. Then, the EBAS table is 2.73, indicating that the Company's external conditions are quite supportive. A score above 2.5 shows that the external environment is relatively favorable despite several challenges, such as competition with similar products, transaction failures, regulatory changes, and constraints on product requirements in the international market that need to be faced. The Company's SWOT matrix ranked 1st is occupied by the SO strategy, where the Company can take advantage of existing opportunities with its strengths. This is something of positive value for the Company because it allows for the reduction of weaknesses and minimization of threats. The Company must take advantage of the existing opportunities with its strengths so that the Company can maximize sales through efforts to export roasted beans to potential export countries, Trade Map is proven to be practical and easily accessible to the Company because it can facilitate market research, monitor trading performance, identify comparative and competitive advantages, and discover potential market or product diversification. Based on the analysis of statistical data from the Trade Map, companies are advised to focus on three main importing countries, namely Singapore, Malaysia, and Thailand. These three countries have high domestic demand, relatively close proximity to Indonesia, untapped market potential, and an ASEAN countries trade agreement (ATIGA), and Indonesia benefits from the agreement.

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