

IMPROVING COST EFFICIENCY WITH VALUE CHAIN ANALYSIS AND DIGITAL MARKETING IN THE GROUP CIMART ENTERPRISES

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Abstract

Background - Cimart is a business group of 40 MSMEs that join in a group and sell products and services through social media. From 2019 to 2022, Cimart became a fast-growing online store amid global economic difficulties due to the impact of the pandemic. However, at the end of 2022 Cimart experienced a setback and decreased revenue, this was due to government policies on New Normal conditions.

Purpose - The aim of this research is to analyze cost efficiency with five stages of value chain and digital marketing in Cimart

methodology - This research is case study research using observation and interview methods. analyze problems and solutions with using the value chain method which consists of 5 main stages, namely inbound logistics, operations, outbound logistics, sales and service marketing, training in managing their own web applications and online sales on various e commerce platforms, socialization of good HR management and financial reporting.

Findings - Through this approach, the Partners were given a better understanding of the strategy in re-running the business, and encourage the development of new plans to optimize the Value Chain, ensure sustainable growth and increase Cimart's economic income.

Originality - This research method analyzes the needs of MSMEs to optimize income and efficiency costs

Keywords: value chain, digital marketing, MSMEs
