

Business Development Strategy Analysis of CV. Sehati Berkah Utama's Coffee Beans from an Islamic Economic Perspective

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Abstract

A SWOT analysis is required to identify the strengths, weaknesses, opportunities, and threats that have been described in order to later increase CV. Sehati Berkah Utama's sales with market competition. The last sales at CV. Sehati Berkah Utama during the 2022–2024 period showed a significant increase in revenue. In order to boost sales at CV. Sehati Berkah Utama, this study attempts to identify company growth methods in Islamic economic studies by performing a SWOT analysis. Field research and literature study data types are used in this qualitative study's case study methodology. The business development plan utilized to boost sales at CV is the outcome of the data collection methods, which include data reduction, data presentation, and conclusion drafting. Shiddiq, Amanah, Fathanah, and Tabligh are the traits of the Prophet Muhammad SAW that form the foundation of Sehati Berkah Utama. And based on the theory and concept of Islamic business development strategies, it can be said that the business development plan in this Islamic economic study is appropriate.

Keywords: *business development, Islamic economy, coffee beans*

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INTRODUCTION

Coffee cherries, the fruit of the coffee plant, are the source of coffee beans. Coffee beans, also known as green beans or seeds, and the pericarp, the outer layer of the fruit, form the coffee fruit itself. In 2024, Sirappa et al. Coffee plants, shrub-like plants that can reach considerable heights, are the source of coffee beans. To facilitate management, farmers typically prune them to a height of about five feet. Clusters of coffee cherries, each containing two coffee beans, grow on these bushes. Coffee plants typically take four years to begin bearing fruit and one year to begin flowering with their beautiful white flowers.

Indonesia is the world's fourth-largest coffee producer, after Colombia, Vietnam, and Brazil. According to data from the Ministry of Agriculture, Indonesia is expected to produce approximately 789,000 tons of coffee annually between 2022 and 2025. Robusta coffee accounts for approximately 600,000 tons of this total, while Arabica coffee accounts for approximately 150,000 tons. Net coffee exports are expected to increase from 420,000 tons in 2024 to 427,000 tons in 2025. Domestic consumption will decline from 368,000 tons to 361,000 tons during this period. Coffee exports reached 342,000 tons between January and September 2024, valued at approximately US\$1.49 billion (approximately Rp23 trillion). The United States, Egypt, Germany, and Malaysia are the main export destinations (Andri, 2025).

On June 11, 2022, a company was established on Jl. Paya Bakung, Mulyorejo, Sunggal District, Deli Serdang Regency, Medan, North Sumatra, to handle plantation commodities from Indonesia, especially Sumatra Island, motivated by the desire to develop and export

coffee from Indonesia, especially from the island. CV. Sehati Berkah Utama Establishment. Muhammad Alyaafi serves as deputy director, Ms. Cut Radiah as limited partner, and Mr. Dody Syahrums as director.

The newly established CV. Sehati Berkah Utama aims to build a transparent and sustainable global coffee export network. Coffee exported by CV. Sehati Berkah Utama has so far reached Asia, Europe, and the Americas.

Table 1. Data Realization Export Seed Coffee in CV. Healthy Blessing Main Sunggal Deli Serdang 2022-2024

No.	Year	Sale	Consumer	Quantity
1.	2022	Rp. 26,279,326,448	Royal Polak Spices, Blossom Valley Int, Kencaf Importing, Royal Coffee, Arasco Food.	279,820 KGS
2.	2023	Rp. 60,805,583,238	ECOM Japan Ltd, Royal Coffee, Arasco Food BV, Falcon Coffees Limited, Beisler GmbH, Royal Coffee NY.	640,160 KGS
3.	2024	Rp. 96,579,127,575	Beisler AUS, Falcon Coffees, Ecom Japan, Arasco Food,	884,602 KGS

Source: CV. Healthy Blessing Main, 2025

According to data from the Ministry of Agriculture, the phenomenon of increasing coffee bean sales at CV. Sehati Berkah Utama amidst declining domestic consumption demonstrates interesting market dynamics and deserves further study. This suggests that the company's business plan has unique potential that requires further study, particularly from an Islamic economic perspective, to ensure that business development focuses not only on business expansion but also on Islamic values, namely justice, sustainability, and blessings. According to Yuslem et al. (2022), strategy is a term that refers to a blueprint outlining a company's operations (Nasution & Marliyah, 2022) emphasizing the taking of actions or courses of action to achieve goals (Kurnia et al., 2023). When the concept is put into practice, strategic planning often begins with what might happen, rather than what has happened (Marbun & Jannah, 2022), and with the goal of completing tasks within a specific timeframe (Imsar et al., 2021).

The main objectives of this study are as follows: (1) Using SWOT analysis to determine CV. Sehati Berkah Utama's strategy in increasing sales; (2) To determine the development strategy of a coffee bean company within the framework of Islamic economics. In Islamic economics, various marketing techniques are permitted as long as they do not contain prohibited practices (Fauzan, 2020).

Previous studies have not specifically examined Islamic economics and have tended to focus more on production-related issues than on marketing and development. The purpose of this study is to examine coffee bean company growth techniques within the context of Islamic economics, as these tactics can impact business success.

METHODOLOGY

1. Research Location

This research was conducted at CV. Sehati Berkah Utama, a factory renowned for producing premium coffee beans, located on Jl. Paya Bakung, Mulyorejo, Sunggal District, Deli Serdang Regency, Medan, North Sumatra. The area's economic potential in the coffee bean processing industry and its application in Islamic economic research were the reasons for selecting this research location.

2. Data Sources and Sources

The data in this study were collected from two main sources:

- 2.1 Primary data was obtained through direct observation and in-depth interviews with: 1) Director of CV. Sehati Berkah Utama
- 2.2 Secondary Data: collected from academic papers, government reports, and literature related to the growth of the coffee bean industry in Islamic economics.
3. Data collection technique
The following data collection techniques were used in this study:
 - 3.1 Conduct in-depth interviews with stakeholders and the Director of CV. SBU to learn more about the company's development tactics and obstacles. According to Zuhria (2024), business development is a strategy or instrument used by organizations that produce goods and services to ensure that development is in accordance with the initial plan and achieves the desired goals (Akbar et al., 2025).
 - 3.2 Direct Observation: observing the process of sorting coffee beans, loading them for export, and making coffee powder.
 - 3.3 Documentation Study: examining government publications, scientific works, and other related records.
4. Data Analysis Techniques
Based on the steps of data reduction, data presentation, and conclusion drawing as described by Miles and Huberman (1994), data analysis procedures were applied methodically in this qualitative study. These stages were very effective in reviewing information from in-depth interviews with key informants.

RESULTS AND DISCUSSION

Regular Recording Research is one of CV. Sehati Berkah Utama's strengths; in particular, regular recording of products sold is necessary to track monthly or annual profit and loss. Superior Product Quality, for example, offering premium coffee beans that meet Grade A standards and are clean without stains or dirt; Competitive Pricing, namely offering goods at affordable prices without sacrificing quality. Every business has a unique competitive strategy that identifies its competitive advantages; this plan outlines how the organization will compete in the market while developing its potential (Nawir Yuslem et al., 2022). (Telaumbanua, 2018) Independent Capital: this company has high financial stability because it is entirely privately funded by the owner and does not rely on bank loans or other sources; Suggestion-Based Marketing "Marketing here still uses a word-of-mouth system and relies on established relationships," said the director, referring to the use of word-of-mouth marketing, which fosters a high level of client trust.

As the Director stated, "employees here lack discipline and understand the applicable SOPs." CV. Sehati Berkah Utama's business weakness lies in its lack of adoption of modern technology. Specifically, the coffee bean sorting process is still done manually without modern equipment, which can impact production efficiency. Furthermore, CV. Sehati Berkah Utama's employees lack discipline.

Economic, socio-cultural, technological, and competitive factors are some of the elements considered in determining external influences. The following external variables have potential for CV. Sehati Berkah Utama: [a] High demand for products. Business actors in the coffee bean industry can take advantage of this high demand; [b] Positive Relationships. Building strong relationships with customers is one of CV. Sehati Berkah Utama's greatest potentials because it can increase repeat business, expand marketing networks through referrals, and create long-term collaboration opportunities with business partners. Businesses that produce goods and services (Zuhria, 2024) according to job or position needs through education and training implement business growth strategies (Nur, 2023)

CV. Sehati Berkah Utama is threatened by the following external factors: [a] Competitive activity from competitors. Price competition in product sales is the main source of this threat. More clients are attracted to competitors with stores and higher productivity

levels because they can offer alternative prices. In addition, efforts to promote products to consumers also indicate the presence of competition; [b] Accessibility of alternative products. Consumer interest in pure coffee may decrease due to packaged coffee products or more beneficial coffee-based drinks; [c] Unstable Coffee Prices: weather, harvests, and global demand all have a significant impact on coffee bean prices, which can affect the company's revenue; [d] Employee attitudes. CV shows a lack of employee discipline and minimal understanding of SOPs. Operations at Sehati Berkah Utama can pose a risk to production efficiency because it can result in inconsistent coffee bean quality, delays in work processes, and decreased productivity and customer satisfaction.

In addition to driving increased sales, assets, and profits, an intensive plan is the right approach to support the growth and development phase. The goal of this strategy is to increase business competitiveness in the market. Furthermore, a plan capable of addressing current issues and challenges is needed to drive company expansion. Development can be viewed as a slow process that results in more extensive and high-quality improvements, ultimately leading to perfection. Sudarta (2022) The plan below was prepared by considering the needs, circumstances, and scenarios of CV: Sehati Berkah Utama.

Table 2. IFAS

	Factors Strategy Internal	Weight	Rating	Weight And Rating
Strength	Recording Income and Expenditure Which Already organized neat	0.17	3.00	0.51
	Own quality product Which Good	0.17	5.00	0.85
	Own price Which compete without sacrificing quality	0.17	4.00	0.68
Sub-Total		0.51		2.04
Weakness	Not yet active use social media in promoting products	0.17	2.50	0.42
	Lack of discipline and understanding of SOPs among employees	0.17	2.00	0.34
	Not yet use technology modern	0.11	2.00	0.34
Sub-Total		0.45		1.10
	Total	1.00		3.14

Source: Data processed, 2025

The strengths component received a total score of 2.04, and the weaknesses factor received a total score of 1.10, according to the IFAS table analysis. Table 3 displays the findings of the external strategic factors identification (EFAS) process, which was conducted similarly to the IFAS. The primary objective of this strategy is to create a business portfolio that maximizes the company's value (Silalahi, 2015); lower- and middle-level managers are responsible for implementing this strategy (Hendra et al., 2022).

Table 3. EFAS

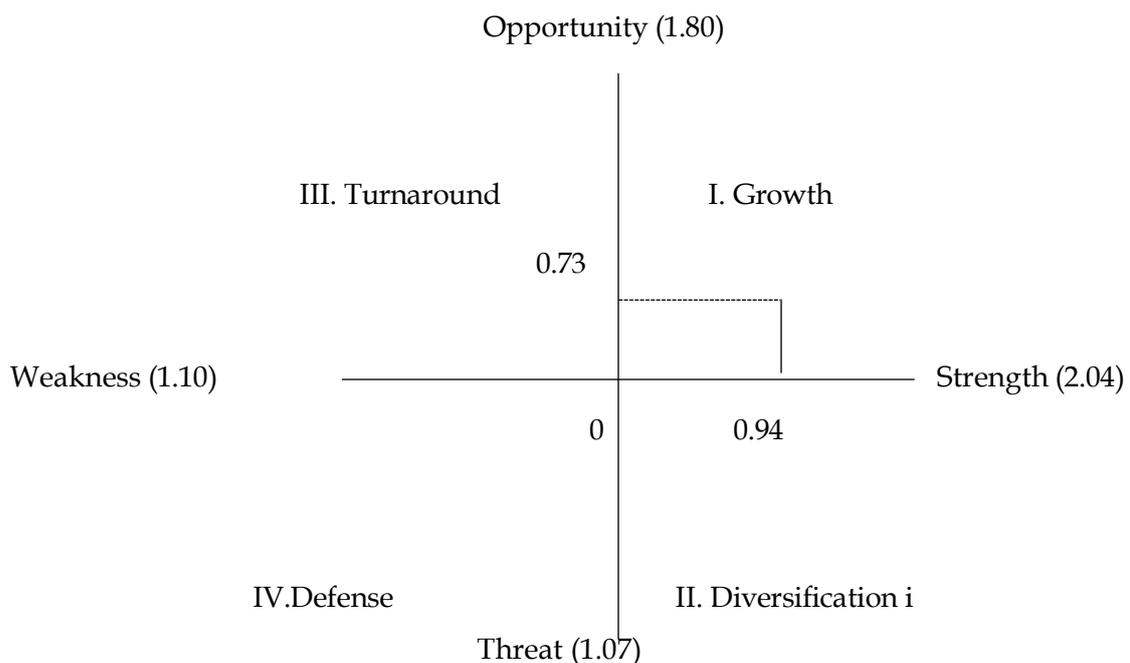
	Factors Strategy External	Weight	Rating	Weight And Rating
Opportunity	Request product Which will be more and more tall	0.15	5.00	0.75

	Connection Relation Which Good with Consumers	0.15	4.00	0.60
	Utilization e-commerce and social media	0.15	3.00	0.45
Sub-Total		0.45		1.80
Threat	Behavior competitive competitors	0.15	1.50	0.22
	Easy in get substitute products	0.15	2.00	0.30
	Price coffee Which No stable	0.15	2.00	0.30
	Attitude employee	0.10	2.50	0.25
Sub-Total		0.55		1.07
	Total	1.00		2.87

Source: Data processed, 2025

Based on the EFAS Table analysis, the threat score is 1.07 and the opportunity score is 1.80. At the same time, the opportunity score is greater than the threat score (a positive difference of 0.73), and the strength score is higher than the weakness score (a positive difference of 0.94). The SWOT diagram in Figure 1 illustrates the results based on the findings of these components.

The strengths, weaknesses, opportunities, and threats of CV. Sehati Berkah Utama are mapped using a Cartesian SWOT diagram. To optimize strengths, overcome weaknesses, capitalize on opportunities, and anticipate threats that could impact the company's development, this analysis helps determine the best course of action. It is hoped that by using this strategy, the business will be able to face market competition with more focused and successful strategic actions. Several strategic business units that are largely independent and unrelated to each other form the organizational structure. The organization's attitude is usually referred to as "strategic" (Siregar et al., 2023).



Picture 1. Diagram Cartesian

Source: Processed data, 2025

The following Cartesian diagram clearly shows that CV. Sehati Berkah Utama needs to implement a growth strategy to increase coffee bean sales. CV. Sehati Berkah Utama can capitalize on the substantial opportunities available to strengthen its growth plan.

The following are some significant internal and external elements of CV. Sehati Berkah Utama in selling coffee beans: Strengths and Weaknesses are the first internal factors. One of CV's strengths is how revenue and expenses are recorded. Another is how well Sehati Berkah Utama's writing is done. SBU offers competitive prices without sacrificing quality. Sehati Berkah Utama's weaknesses include inactive product advertising on social media, lack of discipline and understanding of SOPs, and SBU employees' reluctance to use contemporary technology. Second, opportunities and threats are examples of external factors. Opportunities at CV. Sehati Berkah Utama include the use of social media and e-commerce, positive customer interactions, and increasing product demand. Threats to CV Sehati Berkah Utama include aggressive competitor tactics, the availability of easily replaceable items, fluctuating coffee costs, and staff members' unclear attitudes towards SOPs.

Table 4. Matrix SWOT CV. Healthy Blessing Main

	Strengths	Weakness
	ST Strategy	WT Strategy
T r e a t s	Utilize neat financial records to deal with coffee price fluctuations	Improving Digital Marketing for Face Competition and Substitute Products
	Substitute Products	Training And Strengthening SOP to Improve Employee Discipline
	Use Quality Product As a Competitive Advantage	Manage Finance with Better to Address Coffee Price Volatility
	SO Strategy	WO Strategy
O s p o r t s t y	Leveraging Neat Financial Recording to Develop Production and Marketing	Increasing digital promotions for high demand
	Improve product quality to attract new customers	Improve employee training with a focus on customer service
	Strengthening Relationships with Consumers to Increase Loyalty Actively promote products through Instagram, Facebook, and TikTok to reach more customers	Leveraging E-Commerce to Overcome Production Technology Limitations

Source: Data processed, 2025

Table 4 shows how internal and external influences affect a company's performance. The SWOT analysis chart illustrates how these two elements work together and offers a number of tactics: WO strategies (supporting recovery strategies) focus on capitalizing on

opportunities while minimizing current weaknesses; ST strategies (supporting diversification strategies) leverage a company's strengths to counter threats; and SO strategies (supporting growth strategies) aim to leverage all of a company's strengths to capture and maximize current opportunities. WT tactics (supporting defensive strategies) are based on defensive actions, which seek to reduce current vulnerabilities and prevent threats.

A company's sales strategy isn't successful, but that doesn't mean the company has failed if its goals and objectives are growing but not achieving their targets. This suggests that CV. Sehati Berkah Utama needs to establish standard operating procedures (SOPs) and provide training to improve employee discipline, as well as enhance digital marketing to address competition and substitute products.

Business development strategies in Islamic economic studies to increase sales at CV. Sehati Berkah Utama

In general, business management in accordance with moral and ethical standards set by religion is highly valued in the development of Islamic companies (Harahap & Dharma, 2024)

As Allah SWT says in Surah An Nisa' (4), verses 29 and 30:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَهُمْ بِالْبُطْهِ وَأَكْلُهَا بَيْنَهُمْ بِالْبُطْهِ كَالَّذِي يَخْتَفِرُ فِي الْأَرْضِ يَكْتُمُونَ الْأَمْوَالَ الَّتِي آتَاهُمُ اللَّهُ بِرَحْمَتِهِ لِيَتَّزَكُوا فِيهَا وَإِنَّمَا هِيَ إِتْرَابٌ مِمَّا كَانُوا يَكْفُرُونَ ﴿٢٩﴾

Meaning: O you who believe, do not consume your neighbor's wealth in a false (false) manner, unless it is in the form of commerce based on mutual consent between you. Don't kill yourself. Indeed, Allah is Most Merciful towards you. (Ministry of Religion of the Republic of Indonesia, 2015)

وَمَنْ يَفْعَلْ ذَلِكَ عُدْوَانًا وَظُلْمًا فَسَوْفَ نُصَلِّيهِ نَارًا وَكَانَ ذَلِكَ عَلَى اللَّهِ يَسِيرًا ﴿٣٠﴾

Meaning: Whoever does this by breaking the rules and committing injustice, We will put him in hell. That is easy for Allah. (Ministry of Religion of the Republic of Indonesia, 2015)

Development strategy plays an important role in the sustainability of the company, because it is one of the efforts to achieve the goals that have been implemented.

وَاللَّهُ خَلَقَكُمْ مِنْ تُرَابٍ ثُمَّ مِنْ نُعْ جَعَلَكُمْ أَرْوَاجًا وَمَا تَحْمِلُ مِنْ أُنْثَىٰ تَضَعُ إِلَّا بِعِلْمِهِ وَمَا يُنْقِصُ مِنْ عُمُرِهِ إِلَّا فِي كِتَابٍ إِنَّ ذَلِكَ عَلَى اللَّهِ يَسِيرٌ

Meaning: Allah created you from dust, from sperm, then made you into pairs (male and female). No woman conceives or gives birth except with His knowledge. No one's life is lengthened or shortened except (by a decree) in a Book (Lauh Mahfuz). Indeed, that is easy for Allah. (Ministry of Religious Affairs of the Republic of Indonesia, 2015)

As a result, developing a development strategy takes time and involves a number of lengthy procedures that must be adjusted to the demands and characteristics of the business. According to Dr. Yusuf Qardhawi, work is a form of jihad and worship as long as it is carried out sincerely, in accordance with Allah's commands, and without neglecting Him in every endeavor. Imsar (2018) Therefore, the following characteristics of the Prophet Muhammad SAW will be used to examine the development strategy of CV. Sehati Berkah Utama: (1) Shiddiq (Honest or Truthful). In planning, managing, and controlling employee workforce, company management must be honest, therefore this shiddiq characteristic is very important. Both business owners and employees must be honest in their work. In fact, customers buy the goods they want according to their orders; (2) Amanah (Trustworthy). Customers of CV. Sehati Berkah Utama can trust the company's promotions because they are based on an honest

attitude (shiddiq). This is because CV. Sehati Berkah Utama advertises its goods positively and reliably without badmouthing other companies; (3) Fathanah (clever). In setting the price of a product, the owner of CV. Sehati Berkah Utama considers the quality and value of the product; (4) Tabligh (communicative). Due to the variety of goods and services offered to its customers, CV. Sehati Berkah Utama uses communication in setting prices.

CONCLUSION

Based on the findings of a study on the development plans of the coffee company CV. Sehati Berkah Utama in Islamic economics, the following conclusions can be drawn:

1. CV. Sehati Berkah Utama possesses several internal characteristics, including well-organized revenue and expense records, high-quality products, and competitive pricing without sacrificing quality. However, they have several shortcomings, such as inactive product promotion on social media, staff lacking discipline and understanding of standard operating procedures (SOPs), and premature adoption of the latest technology. External opportunities include increasing product demand, positive customer relationships, and the use of social media and e-commerce. However, they also face risks from intense competition, readily available alternatives, fluctuating coffee prices, and uncontrolled and uninformed employee attitudes. This combination of elements suggests that capitalizing on opportunities and overcoming existing obstacles requires flexible and adaptive strategies. Improving digital marketing to counter competition and substitution products to overcome limitations in production technology, as well as training and strengthening standard operating procedures (SOPs) to improve staff discipline, are some ways to achieve this.
2. CV. By implementing a sales growth plan based on the exemplary values of the Prophet Muhammad SAW Shiddiq, Amanah, Fathanah, and Tabligh Sehati Berkah Utama exemplifies the application of an Islamic economic approach in developing its company.

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