

DAFTAR PUSTAKA

- Angelia, D. (2022). 5 Gerai Dessert Terpopuler di Indonesia 2021. Retrieved from goodstats.id:
<https://goodstats.id/article/5-gerai-dessert-terpopuler-di-indonesia-2021-DlHuw>
- Barney, J. B., & Hesterly, W. S. (2019). Strategic management and competitive advantage: Concepts and cases. 6th.ed. New York, Pearson.
- Data pertumbuhan industri makanan dan minuman, 2011-2015
<https://www.dataindustri.com/produk/data-pertumbuhan-industri-makanan-dan-minuman/>
- Fiorenita, F., & Dwianika, A. (2021). "Penerapan Five Porter Analysis pada Efektifitas Kelangsungan Usaha Pelaku UKM (Studi Kasus UD Rey Collection)". Jurnal Sains Manajemen & Akuntansi (JSMA), Vol. 13 (1), pp: 37–47.
- Jannah, M., Faizah, A. N., Indraputri, A. J., Puspita, V. E., Hidayat, R., & Ikaningtyas, M. (2024). Pentingnya Analisis SWOT dalam Suatu Perencanaan dan Pengembangan Bisnis. IJESPG (International Journal of Engineering, Economic, Social Politic, and Government), 2(2), 9-17.
- Kasmir & Jakfar. (2012). Study kelayakan bisnis. (edisi revisi). Jakarta: Kencana.
- Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson Education.
- Osterwalder, A., & Pigneur, Y. (2010). Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons.
- Putri, B., & Sonny, S. (2023). Business Feasibility analysis of d'sweety layers dessert cake. Firm Journal of Management Studies, 8(2), 262. doi:<https://doi.org/10.33021/firm.v8i2.465>
- Porter, M. E. (2008). Competitive Strategy: Techniques for Analyzing Industries and Competitors. Free Press.
- Pamungkas, D. P. (2016). "Analisis Competitive Force dan Competitive Strategy Sistem Informasi Kuliner di Indonesia (Studi Kasus : Kulina.id)". Electronics, Informatics, and Vocational Education (ELINVO), Vol. 1 (2), pp: 118–127.
- Sari, A. N. (2022). Kondisi industri pengolahan makanan dan minuman di Indonesia. Kementerian Keuangan Republik Indonesia. <https://www.djkn.kemenkeu.go.id>
- Wijayanto, D., & SPi, M. M. (2013). Pengantar manajemen. Gramedia Pustaka Utama.

Booms, B.H., & Bitner, M.J. (1981). Marketing strategies and organization structures for service firms.

IOSR Journal of Business and Management.

Jurnal Teknik Industri UNSIKA.