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# Analysis of Expansion Strategies in Supporting the Development of Grocery Store Entrepreneurship in Pangkep Regency

Nurul Ilmi[1,], Agus Syam[1,*], Mahmuddin[1]; Agus[1]; Muhammad Alfa Sikar[1]
[1]Universitas Negeri Makassar
*Correspondence: agus.syam@unm.ac.id

**Abstract:** This study aims to analyze expansion strategies as an effort to support the development of entrepreneurship in grocery stores in Pangkep Regency. This study uses a qualitative approach with descriptive methods. Data were obtained through observation, interviews, and documentation. Informants in this study consisted of business owners, employees, and grocery store customers. Data analysis was carried out through the stages of data reduction, data presentation, and drawing conclusions. Expansion strategies were analyzed using the Ansoff Matrix which includes market penetration, market development, product development, and diversification. The results show that grocery stores in Pangkep Regency have undertaken various efforts to develop entrepreneurship through a gradual expansion strategy, although the implementation is still basic and not fully planned. The market penetration strategy is implemented through providing friendly service, setting competitive prices, and efforts to maintain customer loyalty. The market development strategy is carried out by reaching household consumers, small traders, food stalls, and culinary businesses around the Pangkep Regency Central Market. The product development strategy is realized by adding various basic necessities and complementary goods according to consumer needs. The diversification strategy is still in its early stages, such as plans to implement a digital payment system, ordering services via WhatsApp, and the addition of supporting products and services. The findings of this study indicate that the implementation of expansion strategies has an important role in supporting the development of grocery store entrepreneurship to be more adaptive and able to increase competitiveness amidst the development of the business environment.

**Keywords:** Business Development; Entrepreneurship; Expansion Strategy; Grocery Store; MSMEs.

## A. Introduction

In an era of globalization and increasingly intense economic competition, small business development has become a crucial social issue, particularly in developing countries. Micro and small businesses in the retail sector, including grocery stores, face pressure from various market dynamics, ranging from changing consumer behavior, digitalization of services, to competition from large retail chains and modern convenience stores. Global economic developments over the past decade have demonstrated that business expansion strategies are a key factor in maintaining business sustainability and competitiveness, particularly in the small business and traditional retail sectors. Market globalization, changing consumption patterns, and the penetration of modern and digital retail have forced businesses to not only survive but also expand their scale and reach. Business expansion is understood as a systematic effort to expand business capacity through product additions, market expansion, service enhancements, or the opening of new consumer segments, aimed at improving business performance and sustainability (Ola, 2025). Without an appropriate expansion strategy, small businesses risk stagnation or even elimination from market competition.

At the national level, expansion strategies have become a strategic issue in the development of Micro, Small, and Medium Enterprises in Indonesia. MSMEs make a significant contribution to the national economy, yet most still operate on a limited scale and remain defensive (Susanto et al., 2024). Many businesses focus solely on day-to-day operational continuity without thorough expansion planning, making it difficult to increase revenue and expand markets. In the context of traditional retail businesses, such as grocery stores, expansion strategies have different characteristics than those of larger businesses. Expansion does not always mean opening new branches, but can include product diversification, increasing distribution volume, expanding customer networks, and strengthening supplier relationships. Recent studies have shown that expansion based on local needs and social relationships is the most realistic and sustainable strategy for small retailers in traditional markets (Marcos, 2024). This suggests that expansion strategies need to be tailored to social, cultural, and economic conditions.

Locally, Pangkep Regency is a center of economic activity dominated by traditional retail businesses, including grocery stores. Grocery stores play a vital role in providing the community with basic necessities and providing a livelihood for the owners and their families. However, initial observations indicate that these businesses face limitations in expanding their scale, such as limited product variety, relatively fixed customer reach, and competition from similar stores. These conditions indicate the need for an appropriate expansion strategy to ensure sustainable business growth amidst local market dynamics.

Unpreparedness to implement an expansion strategy not only impacts a business's economic performance but also has social and psychological implications for business owners. Business stagnation can lead to income uncertainty, decreased entrepreneurial motivation, and limitations in meeting family needs. Furthermore, failure to develop traditional retail businesses can reduce public access to affordable basic necessities, especially for lower-middle-class families who rely on traditional markets (Fitrianti et al., 2024).

Based on preliminary observations, the revenue of a grocery store in Pangkep Regency fluctuated from October 2025 to January 2026. Revenue increased from October to December 2025, peaking in December, likely driven by increased demand toward the end of the year. However, revenue declined in January 2026, indicating a decline in purchasing power or changes in consumption patterns after the year-end period. This fluctuation indicates that the business is still heavily influenced by seasonal factors and lacks an expansion strategy capable of maintaining revenue stability. In accordance with Law No. According to Law No. 20 of 2008, grocery stores in Pangkep Regency are categorized as micro-enterprises. This emphasizes that expansion strategies must be adapted to business capacity limitations, including capital, labor, and infrastructure.

The urgency of this research lies in the need to deeply understand how expansion strategies can be effectively implemented in micro-enterprises, particularly in the traditional retail sector.

Amidst increasingly fierce competition and changing consumer behavior, an approach that is not only theoretical but also practical and contextual is required. Therefore, this research is crucial to identify appropriate expansion strategies, their supporting and inhibiting factors, and their contribution to business development. Therefore, the research findings are expected to benefit MSMEs, particularly grocery stores, in increasing their competitiveness and business sustainability at the local level.

## B. Literature Review

### 1. Business Expansion

Business expansion is a business development strategy aimed at increasing the scale and reach of business activities to achieve sustainable growth (Edwards, 2021). Conceptually, business expansion is understood as a planned effort undertaken by business actors to expand markets, increase production or distribution capacity, add product variety, and strengthen the business's position in the face of competition (Nim et al., 2024). Expansion is not only oriented towards increasing revenue but also towards long-term business sustainability by exploiting existing market opportunities.

From a strategic management perspective, business expansion strategy is seen as part of a growth strategy designed based on an analysis of the business's internal and external conditions. The basic concept of business expansion is also closely related to the business actor's ability to manage its resources. The resource-based view emphasizes that the success of expansion is greatly influenced by the management of capital, workforce, customer networks, and business experience. In the context of MSMEs, business expansion is generally carried out gradually and adaptively, adjusting to resource limitations and local market conditions to ensure the business remains stable and competitive. Expansion is no longer always defined as physical expansion of the business, but also includes the use of digital media to reach new consumers, expand markets, and improve operational efficiency.

### 2. Business Expansion Strategy

A business expansion strategy is part of a business development strategy that aims to expand the scale and reach of a business to enhance growth and sustainability. Ansoff (1965) explains that an expansion strategy is a company's effort to develop markets, products, and business capacity through a planned and long-term approach. In the context of small businesses, expansion does not necessarily mean opening new branches, but can include adding product types, increasing sales volume, or expanding customer segments.

An expansion strategy is not only related to increasing sales volume but also includes efforts to expand marketing areas, increase customer engagement, and adapt business activities to changing market dynamics. In a study of the implementation of expansion strategies for small and medium enterprises, researchers emphasized the importance of three main pillars that MSMEs must consider when implementing expansion strategies: adopting new disruptive technologies, emphasizing customer needs, and expanding into new markets relevant to the business's characteristics. This strategy helps small businesses increase competitiveness and effectively expand their business networks, especially amidst the challenges of competition and changing consumer preferences.

Research on MSME strategies in facing digital market dynamics shows that utilizing digital-based marketing strategies, including through e-commerce platforms and social media, is a crucial part of business expansion strategies in the modern era. The integration of digital technology enables MSMEs to expand their market reach without the need for additional physical outlets, thereby opening up broader growth opportunities while addressing traditional resource limitations (Jannah & Setyanto, 2025). Business expansion strategies are not only related to physical efforts to increase production capacity, but also include technology-based strategic planning, product innovation, marketing, and a deep understanding of consumer behavior and needs within the broader market context.

### 3. Business Expansion Strategy Model

A business expansion strategy model is a conceptual framework used to assist entrepreneurs in systematically determining the direction of business growth and development.

This model serves as a guide in selecting the form of expansion that best suits market conditions, internal resources, and business objectives.

One widely used model to explain business growth and expansion strategies is the Ansoff Matrix, introduced by H. Igor Ansoff in his 1957 article "Strategies for Diversification." This model explains that business growth can be analyzed based on two main dimensions: product (existing products and new products) and market (existing markets and new markets). The combination of these two dimensions yields four alternative growth strategies that can be implemented by companies, including small and medium-sized enterprises.

One business growth strategy model widely used in strategic management studies is the Ansoff Matrix, introduced by H. Igor Ansoff in his article "Strategies for Diversification." This model serves as an important conceptual framework because it connects the product and market dimensions to identify systematic growth opportunities (Ansoff, 1957). Ansoff (1957) explained that this combination yields four alternative expansion strategies: market penetration, market development, product development, and diversification, each of which offers different levels of risk and growth opportunities. This model describes four growth strategies based on product and market combinations (old/new products and old/new markets). The following explains Ansoff's four business expansion models:

a. Market Penetration

Market penetration is a growth strategy in the Ansoff Matrix that focuses on increasing sales of existing products in existing markets. This strategy aims to increase market share by strengthening marketing and service without changing the product or entering new markets. Compared to other strategies, market penetration carries the lowest level of risk because the company operates in a known product and market.

b. Market Development

Market development is a strategy implemented by marketing existing products to new markets, whether based on geographic region, consumer segment, or distribution channel (Badawi et al., 2026). The goal is to expand market reach and increase the number of customers. This strategy carries a higher risk than market penetration because the company must understand the characteristics and competition in the new market.

c. Product Development

Product development is a strategy of offering new products or modifying products to existing markets. This strategy aims to retain customers, increase competitiveness, and meet changing consumer needs. Because it involves product innovation, this strategy carries a higher risk than market penetration.

d. Diversification

Diversification is a strategy that involves introducing new products into new markets. This strategy carries the highest level of risk because the company is entering both new products and markets. Diversification can be related diversification, which is developing a business that is related to the core business, or unrelated diversification, which is entering a different business field from the existing business.

**4. Factors that Influence Expansion**

a. Market and Consumers

Markets and consumers are key components in business development and expansion because they are the targets of all business activities. According to Kotler and Keller (2012), a market is a collection of individuals or groups with needs, desires, and the ability to exchange, while consumers are those who use products or services. According to Ansoff (1957), the success of expansion is influenced by market conditions, demand growth, and the level of consumer acceptance and loyalty to the products offered.

b. Economic and Market Environment

The economic and market environment are external factors that influence the success of business expansion. Factors such as public income, inflation, interest rates, and economic stability influence purchasing power and market demand (Sukirno, 2015). Kotler and Keller (2012) explain that changes in economic conditions can influence consumer behavior, requiring businesses to adapt their marketing strategies to remain competitive and capitalize on market opportunities.

c. Internal Resources

Internal resources are assets that determine a business's ability to expand. These resources include tangible assets, such as capital, buildings, equipment, and inventory, as well as intangible assets, such as reputation, brand, knowledge, managerial experience, and customer trust (Grant, 2021). Optimal utilization of internal resources is a crucial factor in supporting business growth and sustainability.

### 5. Business Development

Business development is a strategic process undertaken by business actors to increase their capacity, performance, and competitiveness to ensure long-term survival and growth (Makarateng et al., 2025). Business development is not solely oriented toward increasing profits but also encompasses improvements in systems, resources, and the ability to adapt to changes in the business environment (Fadhillah et al., 2023). Business development is a series of efforts undertaken to expand a business's scale through increased sales, market expansion, and strengthening of its organizational structure (Zimmerer et al., 2008). Business development is viewed as a continuous process that requires planning, innovation, and effective resource management.

According to David (2011), business development is closely related to a company's growth strategy, namely how a business exploits internal and external opportunities to improve performance and competitive position. Business development strategies can be implemented through market expansion, product development, or business diversification, depending on the company's conditions and capabilities. Business development is a conscious and planned creative and innovative effort to increase the added value of a business. In the context of MSMEs, business development often takes the form of adding product types, improving service quality, and expanding marketing networks to increase revenue and business sustainability.

## C. Methods

This study uses a qualitative approach with a descriptive research type to analyze expansion strategies as a business development effort at a Grocery Store in Pangkep Regency. The study was conducted in Pangkep Regency, South Sulawesi. Research informants were selected purposively, consisting of business owners as key informants, employees, and consumers as supporting informants. The data used include primary data obtained through observation, in-depth interviews, and documentation, as well as secondary data sourced from business documents, books, scientific journals, and relevant literature. Data analysis techniques refer to an interactive model that includes data reduction, data presentation, and conclusion drawing. Data validity was tested through source triangulation, technical triangulation, and time triangulation. Expansion strategy analysis was conducted using the Ansoff Matrix which includes market penetration, market development, product development, and diversification strategies to identify the forms of strategies implemented to support business development.

## D. Result and Discussion

**Results Interview**

### 1. Development of Grocery Store Business in Pangkep Regency

The results of the study indicate that the Grocery Store in Pangkep Regency has a fairly strong business condition, indicated by long-standing business experience, loyal customers, a complete range of products, and good service. Business development is carried out gradually through increasing turnover, growing the number of consumers, adding product variety, and improving service quality. Although not yet expanding in the form of opening branches, the owner continues to strengthen the business by maintaining good relationships with customers and suppliers and adjusting inventory according to market needs.


**Figure 1. Overview of the Grocery Store Location**

This finding is in line with David (2011), who stated that business development is an effort to increase business capacity through the utilization of resources to achieve sustainable growth. Furthermore, Rangkuti (2015) explains that business development can be carried out through improving service quality, product development, and customer satisfaction. Therefore, the business strengthening that has been carried out has a positive impact on increasing turnover, the number of consumers, and business sustainability, while also serving as a basis for implementing expansion strategies in the next stage.

**2. Business Model Development Based on Expansion Strategy (Ansoff Matrix)**

The development of the Grocery Store business model in Pangkep Regency was analyzed using the Ansoff Matrix, which encompasses market penetration, market development, and product development strategies (Reni et al., 2025). The results indicate that these three strategies have been implemented gradually, although market penetration remains the most dominant approach in supporting business development.

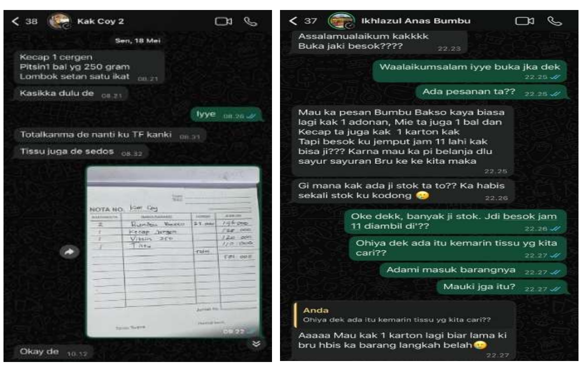


**Figure 2. Documentation of the Use of WhatsApp as a Medium for Ordering Goods**

The Grocery Store market penetration strategy in Pangkep Regency is implemented through competitive pricing, improved service quality, and efforts to maintain customer loyalty. Friendly, prompt service, and good customer relationships are key factors that encourage repeat purchases. Most customers are repeat customers who have shopped for a long time due to their satisfaction with the price and service provided. This is in line with Ansoff (1957) opinion, which states that market penetration is the lowest-risk strategy because it focuses on increasing sales of existing products in the same market.

With its market development strategy, the Grocery Store in Pangkep Regency has expanded its customer reach by serving various segments, not only the local community but also small traders, stall owners, restaurants, and MSMEs who make regular purchases. Furthermore, this business has begun utilizing digital media through WhatsApp as a means of communication, ordering goods, and confirming stock availability, making the transaction process easier and more efficient, as shown in Figure 2. However, the use of digital media remains limited due to the lack of active social media support for promotion and marketing.

The product development strategy involves increasing the variety of merchandise according to customer needs and the business's capital capabilities. Product additions are implemented gradually so that consumers can meet various basic needs in one place. This step provides added value for customers while increasing satisfaction and the business's competitiveness amidst the competition among grocery stores.

Overall, the Ansoff Matrix analysis shows that the development of grocery stores in Pangkep Regency is still dominated by low- to medium-risk strategies, namely market penetration, market development, and product development. These strategies are considered appropriate for micro-enterprises because they are able to increase customer loyalty, expand market reach, adapt products to consumer needs, and support gradual business growth and sustainability.

**3. Impact of Expansion Strategy on Business Development**

The research results show that the expansion strategy implemented by the Grocery Store in Pangkep Regency has had a positive impact on business development. The gradual implementation of market penetration, market development, and product development strategies has increased customer base, expanded product variety, improved service quality, and strengthened the business's competitiveness amidst the growing competition among grocery stores.


**Figure 3. Graph of Increased Turnover**

This impact is evident in the increase in business turnover following the implementation of the expansion strategy. From October to December 2025, revenue increased from IDR 240,000,000 to IDR 270,000,000, before declining to IDR 230,000,000 in January 2026 due to limited store space, suboptimal merchandise layout, and rudimentary inventory management. Following store expansion, more systematic product layout, increased product variety, and the implementation of the First In First Out (FIFO) method, revenue gradually increased again, reaching IDR 260,000,000 in February, IDR 285,000,000 in March, IDR 310,000,000 in April, and reaching IDR 335,000,000 in May 2026. This indicates that the expansion strategy contributed to improved business performance.

In addition to increasing turnover, the expansion strategy also resulted in an increase in customer numbers, increased customer loyalty, improved service quality, and strengthened business competitiveness. Product availability, competitive prices, and friendly service are key factors that encourage repeat customers. A more organized product layout also makes it easier for consumers to obtain their daily needs, making the service process more effective and efficient.

These findings are supported by interviews with business owners, who stated that the increased product variety and consistent service have led to a continued increase in customer numbers and the retention of existing customers. Interviews with consumers also revealed that a complete selection of goods and prompt service are the primary reasons they continue to shop at Sembako Stores in Pangkep Regency. However, the study identified several challenges, such as limited capital and labor, as well as suboptimal use of digital media and cashless payment systems. Therefore, business development still requires a gradual approach to maximize the expansion strategy.

**Discussion of Research Results**

1. **Development of Grocery Store Business in Pangkep Regency**

Based on observations, interviews, and documentation, the development of the Grocery Store in Pangkep Regency was carried out in stages by strengthening existing businesses, without opening new branches. Business development focused on improving service quality, increasing product variety, improving inventory management, and maintaining good customer relationships. This strategy served as an effort to increase the business's competitiveness amidst the competition among grocery stores in Pangkep Regency's Central Market.

The research results indicate that approximately twenty years of business experience served as a key asset in business development. This experience built public trust, resulting in the store's loyal customers, both households and businesses such as stall owners, restaurants, and small traders. Furthermore, this trading experience helped the business owner adjust inventory to market needs, ensuring product availability.

Business development was also supported by consistency in service delivery and maintaining product availability. Based on interviews, the business owner strived to provide frequently needed items to ensure customers did not switch to other stores. This approach proved effective in maintaining customer loyalty and was a key driver of business development.

From a business performance perspective, the development efforts resulted in increased turnover and customer base. This increase was supported by more systematic merchandise arrangement, expanded store space, increased product variety, and the implementation of the First In First Out (FIFO) method in inventory management. These measures have improved stock management efficiency, reduced the risk of damaged goods, and enhanced customer shopping experience. Furthermore, customers come not only from the community around the Pangkep Regency Central Market but also from businesses that regularly make large purchases.

This demonstrates the continued increase in public trust in Sembako Stores in Pangkep Regency.

Business sustainability is also supported by good relationships between business owners, customers, and suppliers. These relationships facilitate owners in maintaining product availability despite changes in demand or distribution from suppliers. The ability to adjust inventory to meet consumer needs is one factor supporting long-term business sustainability.

Research findings indicate that the development of grocery stores in Pangkep Regency focuses more on internal business development, namely strengthening existing businesses through improving service quality, inventory management, product availability, and good customer relationships. This finding aligns with Scarborough et al. (2008), who stated that business development is achieved through increasing a business's ability to capitalize on available opportunities. Furthermore, David (2011) explains that business development is an effort to utilize existing resources to increase competitiveness sustainably, while Rangkuti (2015) emphasizes that service quality, product availability, and customer satisfaction are important factors in successful business development.

Overall, the research results indicate that the development of the Grocery Store business in Pangkep Regency has yielded positive results, marked by increased turnover, a growing number of customers, a wider product variety, and maintained business continuity. These conditions provide a strong foundation for implementing expansion strategies in the next phase to increase business competitiveness sustainably.

**2. Business Model Development Based on Expansion Strategy**

The research results indicate that the business development model for grocery stores in Pangkep Regency employs an expansion strategy based on the Ansoff Matrix, namely market penetration, market development, and product development.

The most dominant strategy employed is market penetration. Observations and interviews indicate that business owners strive to retain customers through competitive pricing, friendly and prompt service, and good customer relationships. Most customers are repeat customers who have shopped for a long time, indicating that pricing and service strategies can increase customer loyalty and strengthen the business's position amidst the competition among grocery stores in Pangkep Regency's Central Market.

In its market development strategy, the business has begun expanding its customer reach by serving people from various areas in Pangkep Regency, including stall owners, restaurants, street vendors, and MSMEs. Furthermore, the use of WhatsApp as a communication and ordering platform provides convenience for customers and improves service efficiency. However, the use of digital media remains limited because promotions through social media platforms such as Facebook, Instagram, and TikTok have not been optimally implemented, thus providing opportunities for market expansion.

The product development strategy is implemented by adding a variety of merchandise according to consumer needs and the business's capital capabilities. Product additions are based on customer demand, prioritizing high-turnover items for stock replenishment. This strategy allows consumers to obtain a more comprehensive range of daily necessities in one location, thereby enhancing customer satisfaction and potentially increasing sales.

Based on the Ansoff Matrix analysis, the business development model for grocery stores in Pangkep Regency is still dominated by a market penetration strategy supported by gradual market development and product development. This finding indicates that the business is in the incremental growth stage, prioritizing strengthening existing markets before pursuing broader expansion. This approach is considered appropriate for the characteristics of micro-enterprises with limited capital and resources, allowing for sustainable business development with relatively low risk.

**3. Impact of Expansion Strategy on Business Development**

The research results show that the expansion strategy implemented by the Grocery Store in Pangkep Regency has had a positive impact on business development. The gradual implementation of market penetration, market development, and product development strategies increased sales turnover, customer numbers, consumer loyalty, service quality, and business competitiveness, while supporting business sustainability.

Regarding turnover, sales data indicates that business revenue fluctuated between October 2025 and January 2026 due to limited store space, suboptimal merchandise layout, and rudimentary inventory management. To address these issues, the business owner expanded the store area, organized products by type, added product variety, and implemented the First In First Out (FIFO) method for inventory management. These strategies improved store organization, accelerated stock turnover, reduced the risk of damaged goods, and made it easier for consumers to obtain the products they needed. Consequently, after the expansion strategy was implemented, sales turnover showed a more stable upward trend, as seen in the revenue growth graph.

In addition to increasing turnover, the expansion strategy also resulted in an increase in the number of customers and enhanced consumer loyalty. A comprehensive product range, competitive prices, and friendly service encourage repeat purchases and attract new customers. A more systematic product layout also improves service quality by speeding up the search and transaction process, providing a more comfortable shopping experience for customers.

The implementation of an expansion strategy also strengthens the competitiveness of Sembako Stores in Pangkep Regency amidst the competition at the Pangkep Regency Central Market. Advantages such as a comprehensive product range, strategic location, and good customer relationships are factors that contribute to maintaining consumer trust. However, business development still faces several obstacles, such as limited capital and labor, and suboptimal use of digital technology. Therefore, an expansion strategy needs to be implemented in stages according to business capacity to ensure continued growth and sustainability.

Overall, the research findings indicate that the expansion strategy has significantly contributed to the development of Sembako Stores in Pangkep Regency. This impact is reflected in improved business performance, customer satisfaction and loyalty, and stronger business competitiveness. These results demonstrate that implementing an expansion strategy tailored to business conditions is an effective step in driving sustainable business growth.

## E. Conclusion and Recommedation

Based on the research and discussion on Expansion Strategy as a Business Development Effort for Grocery Stores in Pangkep Regency, the following conclusions can be drawn:

1. Grocery Store development in Pangkep Regency is carried out through the implementation of a gradual expansion strategy tailored to business conditions and capabilities. This development is evident in efforts to increase product variety, improve service quality, organize merchandise more systematically, expand store space, and manage inventory using the First In First Out (FIFO) method. This strategy improves customer shopping experience, expedites the service process, and supports increased operational effectiveness. Despite facing limitations in capital, labor, and digital technology, Grocery Stores in Pangkep Regency continue to pursue sustainable business development in line with market needs.
2. The development of the Grocery Store business model in Pangkep Regency refers to an expansion strategy based on the Ansoff Matrix, which includes market penetration, market development, product development, and diversification. The market penetration strategy is implemented through improving service quality, offering competitive pricing, and maintaining good customer relationships. The market development strategy is implemented by expanding consumer reach, particularly to households, small traders, and culinary businesses in the Pangkep Regency area. The product development strategy was implemented by adding product variations to meet consumer needs, while the diversification strategy was implemented gradually through the addition of supporting services and products related to the community's daily needs. The

implementation of these four strategies demonstrated that the business development model was gradual, realistic, and aligned with the capacity of micro-enterprises.

3. The impact of the expansion strategy on the development of the Grocery Store business in Pangkep Regency showed positive results. The implemented strategy increased sales turnover, increased customer base, strengthened customer loyalty, improved service quality, and strengthened the business's competitiveness amidst the competition among grocery stores in the Pangkep Regency Central Market. Furthermore, the expansion strategy also contributed to business sustainability by increasing customer trust and opening up opportunities for future business development. The implemented expansion strategy has proven to be an effective way to support the sustainable growth and development of the Grocery Store business in Pangkep Regency.

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