

**PRODUCT DEVELOPMENT AND INSTANT FOOD EXPORT STRATEGY FOR BUSINESS
MODEL OPTIMIZATION AND COMPETITIVENESS IN GLOBAL MARKET (EXPORT
STUDY TO UNITED ARAB EMIRATES AND MALAYSIA)**

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ABSTRAK

Permintaan global terhadap makanan instan halal terus meningkat, terutama di negara-negara dengan populasi Muslim besar seperti Uni Emirat Arab (UEA) dan Malaysia. Produk MealZ Up hadir sebagai makanan instan halal premium dengan cita rasa khas Indonesia yang menggunakan teknologi retort untuk daya tahan tinggi tanpa bahan pengawet. Namun, persaingan yang ketat dan regulasi ekspor yang kompleks menjadi tantangan utama dalam penetrasi pasar internasional. Oleh karena itu, penelitian ini dilakukan untuk menganalisis potensi ekspor MealZ Up, menilai daya saing produk, serta merumuskan strategi pemasaran dan distribusi yang efektif. Penelitian ini menggunakan metode deskriptif kualitatif dan kuantitatif dengan mengumpulkan data melalui studi literatur, analisis pasar, serta evaluasi regulasi ekspor di UEA dan Malaysia. Survei dan wawancara dengan distributor serta konsumen potensial dilakukan untuk memahami preferensi pasar. Analisis SWOT dan Porter's Five Forces digunakan untuk menilai posisi kompetitif MealZ Up, sementara analisis keuangan mengukur proyeksi pendapatan, biaya operasional, dan titik impas (BEP). Hasil penelitian menunjukkan bahwa MealZ Up memiliki peluang besar untuk sukses di pasar internasional berkat diferensiasi produk halal premium, cita rasa autentik, dan teknologi retort. Namun, tantangan seperti biaya logistik yang tinggi serta persaingan ketat dengan produk dari Malaysia dan Turki perlu diatasi melalui strategi harga yang kompetitif dan optimalisasi distribusi. Dengan strategi pemasaran digital berbasis data, kolaborasi dengan distributor lokal, serta inovasi dalam kemasan dan varian rasa, MealZ Up dapat meningkatkan daya saing dan memperluas pangsa pasarnya di UEA dan Malaysia.

Kata kunci: Analisis pasar, Ekspor makanan, Halal, Makanan instan, Strategi bisnis

ABSTRACT

Global demand for halal instant food continues to increase, especially in countries with large Muslim populations such as the United Arab Emirates (UAE) and Malaysia. MealZ Up products are presented as premium halal instant food with a distinctive Indonesian taste that uses retort technology for high durability without preservatives. However, tight competition and complex export regulations are the main challenges in penetrating the international market. Therefore, this study was conducted to analyze the export potential of MealZ Up, assess product competitiveness, and formulate effective marketing and distribution strategies. This study uses qualitative and quantitative descriptive methods by collecting data through literature studies, market analysis, and evaluation of export regulations in the UAE and Malaysia. Surveys and interviews with potential distributors and consumers were conducted to understand market preferences. SWOT and Porter's Five Forces analyses were used to assess MealZ Up's competitive position, while financial analysis measured projected revenue, operating costs, and break-even point (BEP). The results of the study indicate that MealZ Up has a great opportunity to succeed in the international market thanks to its premium halal product differentiation, authentic taste, and retort technology. However, challenges such as high logistics costs and stiff competition from products from Malaysia and Turkey need to be addressed with competitive pricing strategies and distribution optimization. With data-driven digital marketing strategies, collaboration with local distributors, and innovation in packaging and flavors, MealZ Up can increase its competitiveness and expand its market share in the UAE and Malaysia.

Keywords: Market analysis, Food export, Halal, Instant food, Business strategy

