

## **ABSTRACT**

PARTY PARTNER is a business engaged in selling party items located at Jl.Bojongsoang no.288 Bandung city. This research aims to formulate an alternative strategy is right for the company, by analyzing internal and external environment. This research was a descriptive research with qualitative approach using data collection questionnaire and tested quantitatively. In this research, there are three stages of strategy formulation, the first stage is the input stage uses a matrix of IFE and EFE, the second stage is matching stage using IE matrix and SWOT matrix and the third phase is to use a matrix QSPM decision stage to determine the most appropriate alternative strategies.

Based EFE matrix and EFE are mapped on the matrix IE, PARTY PARTNER is in quadrant position with the coordinates of (3.016: 3.246). So that the position of the right strategy for the company is Grow and Build with three options, namely market development strategy, market penetration and product development.

Results obtained from the matrix IE analyzed and tested using matrix QSPM. The alternative strategy which obtained the highest score is the market development strategy with a value of TAS (Total Attractiveness Score) of 6.786.

**Keywords: strategy, EFE, IFE, IE, SWOT, QSPM.**