

ABSTRACT

Ny.horree is one of culinary enterprenurship that establisher on 2015 and focused on selling anchovy crisps. Anchovy crisps is kind of food that can be used as a snack or mixed together with rice. The lack of marketing strategy on this small business caused the decrease on sales. Therefore, the aim of this study are: 1. To identify external and internal factors that affects ny.horree. 2. To devise an alternate marketing strategy based on the result of the study. 3. To determine the focus and priority of the perfect marketing strategy for ny.horree.

Analysis tool used was EFE matrix (External Factor Evaluation), IFE matrix (Internal Factor Evaluation), SWOT (Strengths, Weaknesses, Oppurtunities, and Threats), IE matrix (Internal-External) and QSPM (Quantitative Strategic Planning Matrix).

Based on the QSPM matrix result analysis, out of 8 alternative strategies, there is one strategy that should become a priority to Ny. Horree, which is to maintain and increase the quality of the product to increase the customer's loyalty and satisfaction with TAS score of 6.66.