

## **ABSTRACT**

RM Ibu Haji Ciganea Serang is a business that engaged in culinary business that located at Jl. Raya Pandeglang, 42146, Serang. RM Ibu Haji Ciganea Serang serves traditional Sundanese food and established for 9 years. The problem experienced by the company is the sales figure that dropping by year caused by competitor and internal factors of the company. The right marketing strategy are needed to improve the sales figure, so Quantitative Strategic Planning Matrix (QSPM) is used to formulate the marketing strategy.

This Study aims to help the company improve the sales figure using calculation of Attractiveness Scores (AS) and Total Attractiveness Scores (TAS) in Quantitative Strategic Planning Matrix (QSPM) method. Prior to the calculation of Attractiveness Scores and Total Attractiveness Scores in Quantitative Strategic Planning Matrix (QSPM) method, there are several step used, total score of IFAS and total score of EFAS in IE Matrix.

Then, SWOT analysis is used to identify internal strength and weakness of the company in the face of external opportunity and threat. The results of Quantitative Strategic Planning Matrix (QSPM) are three proposals of marketing strategy with highest Total Attractiveness Scores from nine strategies that produced from SWOT analysis.

**Keyword : Marketing Strategy, SWOT analysis, Quantitative Strategic Planning Matrix (QSPM)**