ABSTRACT

CV. Madera Art is a company engaged in furniture. Company income in September 2017 until August 2018 can be seen that there are several months of income that do not reach the specified income target. Because of that, CV. Madera Art must plan a new strategy to increase company income for reach company intended target. Marketing strategy designed by CV. Madera Art is based on several factors namely strengths, weaknesses, opportunities, and threats of the company. SWOT analysis is used to get alternative strategies, where alternative strategies are derived from internal factors and the company's external factors. Research data and information consists of primary data and secondary data, the analysis tool used in this study is the IFE (Internal Factor Evaluation) matrix, EFE matrix (External Factor Evaluation), IE matrix (Internal-External), SWOT matrix (Strengths, Weakness), Opportunities, and Threats), and QSPM (Quantitative Strategic Planning Matrix). The SWOT matrix produces 5 alternative strategies that can be implemented by the company. Based on the results of the QSPM of 5 alternatives, there is one priority strategy that is prioritized, namely strenghten service quality for buyers with a TAS score of 7.333.

Keywords: Marketing Strategy, IFE, EFE, IE, SWOT, QSPM