

ABSTRACT

Mels Collection is a fashion MSME in the city of Padang, West Sumatra, more precisely at Jln. Pasar Raya Phase III No.7 Padang. As a result of increasing growth of MSMEs and increasing fierce competition, Mels Collection's income has been declining for the past 3 years. As a result of the intense competition, companies must have appropriate marketing strategies in order to compete with other competitors. The method used in determining this marketing strategy are using the SWOT analysis method and Quantitative Strategic Planning Matrix (QSPM). The process of this research begins by identifying the internal and external conditions of the company so that the factors for strategy formulation are obtained in the form of scoring on the IFAS and EFAS matrices. From the results of the total scoring on the IFAS and EFAS matrix, the position of the company will be based on the Internal-External (IE) matrix which will serve as the basis for formulating alternative strategies on the SWOT matrix. The final process is QSPM analysis which aims to evaluate and scoring on several alternative strategies, and can decide the best strategy with the best priority score.

Keyword : Internal factors, external factors, Matriks IFAS, EFAS, IE, SWOT, QSPM.