

## **ABSTRACT**

*Parama is a SME in Purwodadi city, Grobogan district, Central Java that engaged in the photocopy services business. Parama analyzed the revenue from sales during April 2017 up to January 2018, with the result that it was only November's income that occupy its monthly revenue targets. Based on the November success of utilizing B2B's marketing strategy, Parama needs to fix the errors in the following month, so that there will be no more revenue that does not occupy the monthly revenue targets. Parama designs a marketing strategies based on strategic factors such as taking advantages and opportunities. The marketing strategy that designed by Parama based on strategic factors, namely company opportunities, company strengths, company weaknesses, and company threats. SWOT analysis is one of the marketing strategy formulation methodologies based on the company's strategic factors. Research data and information consists of primary data and secondary data, and the analysis tools that be used is EFE (External Factor Evaluation) matrix, IFE (Internal Factor Evaluation) matrix, IE (Internal-External) matrix, SWOT matrix (Strengths, Weaknesses, Opportunities , and Threats) and Quantitative Strategic Planning Matrix (QSPM). Based on the QSPM results from those five alternative SWOT matrix results strategies, there is one priority strategy that is prioritized, utilizing technology by developing sales of other products such as online printing with a TAS score of 5.458.*

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