

ABSTRACT

Tahu Susu CHJ is a culinary company located in West Bandung District. The purpose of research Tahu Susu CHJ was to develop a marketing strategy that can be applied to Tahu Susu CHJ company. The research data consist of primary and secondary data and analysis, tools used are Internal Factor Evaluation (IFE) matrix, External Factor Evaluation (EFE) matrix, Internal – External (IE) matrix, SWOT (strength, weakness, opportunity, threat) matrix, and Quantitative Strategic Planning (QSPM) matrix. Strategies alternative obtained were utilize technology to conduct marketing activities and sell product online, develop product and product quality, utilize technology to carry out promotion activities, open new branch in more strategic place, and build good cooperation with supplier to anticipate rising soybean price. After obtaining a strategic alternative, a strategy decision made that will be prioritized using QSPM matrix and the result of the chosen alternative strategy are utilizing technology to conduct marketing activities and selling products online with the value of Total Attractiveness Score (TAS) is 4,098.