

ABSTRACT

Shinthusiast where MSMEs are engaged in clothing located in the city of East Jakarta, unisex clothing. from the many power distances and decreased purchasing power of technology consumers are growing and businesses are not located, the product results of MSMEs Shinthusiast which direction dropped drastically very. To overcome this, the marketing strategy is the right thing to be able to berkuding with berkingk as well. Which method of analysis is in conducting analysis of the company's real condition again Quantitative Strategy Planning Matrix (QSPM) method. Which background is memorable, then the strategy then know the right to be able to farm and increase sales. Internal and external factor matrix, SWOT matrix and QSPM are again ways that can do problems. Therefore, the Final Task on Shinthusiast is performed to find out and determine the right marketing strategy to increase sales using SWOT and QSPM methods. The first process in this study by identifying internal and external factors from the company so that factors for the formulation of strategies can then be obtained weighting on the MATRIX IFAS and EFAS. From the weighting result, it will be known the position of the company based on the IE matrix, then used as the basis for the formulation of design strategies on the SWOT matrix. Then QSPM is used to evaluate the alternative strategy that has been obtained, and can determine the best strategy by obtaining the highest TAS value that has been obtained in the QSPM analysis.

Keywords : marketing strategy, QSPM, SWOT, EFAS, IFAS, IE