

ABSTRACT

NKRI Coffee is an company engaged in the coffee shop business in Tasikmalaya City which sells various kinds of food and drinks, especially coffee. As a result of the many competitors in this field that have sprung up and the decline in consumer purchasing power due to technology that is increasingly developing and business people do not take advantage of it, sales of NKRI Coffee have decreased. To overcome this, a marketing strategy is the right thing to do in order to compete with other competitors. The appropriate analytical method used in evaluating the company's real condition is the SWOT method and the Quantitive Strategy Planning Matrix (QSPM). Based on the background of the problems faced by NKRI Coffee, an appropriate marketing strategy is needed to be able to compete and increase sales. Matrix of internal and external factors, SWOT matrix and QSPM is a way that can overcome these problems. Therefore, a Final Project was carried out on NKRI Coffee to find out and determine the right marketing strategy to increase sales using the SWOT and QSPM methods. The first process in this final project is to identify the internal and external factors of the company so that the factors for strategy formulation can then be obtained by weighting the IFAS and EFAS matrices. From the results of the weighting, it will be known the company's position based on the IE matrix, then used as the basis for formulating the design strategy on the SWOT matrix. Then QSPM is used to evaluate the alternative strategies that have 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