

ABSTRACT

Warung Lilo is a place to eat that was established in 2021 in Payakumbuh City, has two branches, namely in West Payakumbuh and North Payakumbuh. The purpose of this research is to develop a marketing strategy at Warung Lilo in order to increase profits and achieve sales targets.

In designing the marketing strategy of Warung Lilo using the SWOT analysis method and the QSPM Matrix. To conduct this research, internal and external data are needed. The analytical methods used are Internal Factor Evaluation Matrix (IFE), External Factor Evaluation Matrix (EFE), Internal-External Matrix (IE), SWOT matrix (Strength, Weakness, Opportunity, and Threat) and Quantitative Strategic Planning (QSPM) matrix.

Based on the results of the SWOT matrix analysis, the best strategy is; create attractive and scheduled promos to attract buyers. Strategy is the highest TAS, which is 6,403; in collaboration with influencers in conducting promotions, this strategy has a TAS value of 6,352; utilizing existing technology for marketing planning with this strategy the TAS value is 6,289.

Keywords: Marketing Strategy, SWOT, QSPM matrix