

## **ABSTRACT**

*This research is motivated by problems related to the drastic decline in sales experienced by Micro, Small and Medium Enterprises (MSME) in Prabumulih City. The decline occurred because many competitors were arriving and also during the Covid-19 pandemic, which caused the environment to change quickly. Every MSME needs to carry out alternative strategies through strategies of internal factors to maintain sales. One of the MSME affected by this situation is I'm Coffee and Restaurant.*

*This research was conducted to find out the right strategy for I'm Coffee and Restaurant in overcoming conditions and problems to face competition in the food industry. This study uses a qualitative method by conducting in-depth interviews with resource persons who have important positions in the company. . The analytical techniques used are External Factors Evaluations (EFE), Internal Factor Evaluations (IFE), External-Internal Matrix (EI), SWOT Matrix and descriptive analysis techniques.*

*The result showed that the total score for the EFE was 2.70 while the total score for the IFE was 3.40, Thus the two total scores above meet the minimum value of 2, this shows that currently I'm Coffee and Restaurant is a company or business that is growing and building, in this position I'm Coffee and Restaurant can use intensive strategies, namely market penetration strategies, and product development.*

*Keywords: Marketing Strategy, Business Strategy, Business Process, UMKM*