

## **ABSTRACT**

*The development of Covid-19 in Indonesia, which is assigned as a pandemic, has brought about café business visionaries attempting to keep a continuous business or being confronted with a decision of shutting their business or searching for new arrangements in their business. This study expects to see and dissect the cutthroat methodology amidst the Covid-19 pandemic from Bruder Coffee Roasters, a medium-scale bistro (UKM) from the numerous cafés in the city of Bandung.*

*The method used in this research is descriptive qualitative with a case study approach. Sources of data used are primary data conducted through interviews with owner respondents, workers and consumers, and observations in the field where the research is located, namely Bruder Coffee Roasters. Meanwhile, secondary data was obtained through literature studies, books, journals, and company internal data. The competitive strategy built is based on SWOT and QSPM analysis, which is preceded by an IFE matrix analysis (internal environment analysis) and an EFE matrix (external environment analysis). The Covid-19 condition is considered specifically to see its impact on the SWOT analysis.*

*Conclusion Internal environmental factors that influence Bruder Coffee Roasters business strategy consist of strengths and weakness. Strength factors are (1) strategic location, (2) prices that still follow according to market surveys (3) quality of raw material products with good quality (4) friendly service in welcoming buyers, (5), Weakness factors are: (1) limited manpower (HR) in serving buyers or customers, (2) the position of this Coffee is not supportive (strategic), (3) Bruder Coffee Roasters parking lot is not big/wide, (4) taste From food to change, external environmental factors that influence Bruder Coffee Roasters' business strategy consist of opportunities and threats. The opportunity factors are: (1) due to regular customers, (2) routine promotions, (3) convenient as a place to hang out, relax, have meetings. The threat factors are: (1) increasing new competitors by opening similar businesses, (2) there are also many small stalls selling various types of Coffee and even cheaper prices, (3) Bruderr Coffee Roasters advises to continue to improve the quality and maintain the quality of the taste of food so that it does not change, because the quality of the taste of food will have a long-term impact, and routinely innovate both through its design and the facilities provided by Bruder Coffee Roasters, and increasingly routinely do promotions to attract buyers.*

**Keywords:** Covid-19 Pandemic Conditions, Competitive Strategy, Bruder Coffee Roasters