ABSTRACT

Dhifi Furniture is a business engaged in the furniture industry located in the City of Tasikmalaya. This business has been around for more than five years. In running its business, Dhifi Furniture produces furniture products in the form of sofas and tables which then sells them by entering their products into furniture stores in Tasikmalaya City and its surroundings. This research was conducted to help increase sales and expand the market. Dhifi Furniture's revenue results have not met the sales target since 2019. Therefore, Dhifi Furniture must plan a new strategy to increase revenue according to the predetermined target. By using SWOT analysis to obtain alternative strategies obtained from internal and external factors of the company. The research data and information consist of primary data and secondary data. The analytical tools used in this study are the IFE (Internal Factor Evaluation) matrix, the EFE (External Factor Evaluation) matrix, the IE (Internal-External) matrix, the SWOT matrix (Strengths, Weaknesses, Opportunities, and Threats), and QSPM (Quantitative Strategic Planning Matrix).

Keywords— Marketing Strategy, SWOT, QSPM