

ABSTRACT

CV ASPI is one of the businesses engaged in the field of animal husbandry domiciled in Kabupaten Bandung. In the course of CV. ASPI is experiencing problems, namely the increasing difference between days old chick entering and selling broilers. CV ASPI needs to know alternative strategies that can be implemented to increase broiler sales.

The results of this calculation are in the form of a marketing strategy design using the Quantitative Strategic Planning Matrix method. At the stage of analyzing internal and external factors using strengths and weaknesses as well as opportunities and threats in order to determine the position of CV ASPI. Furthermore, a SWOT matrix analysis was carried out to find out alternative strategies. Utilizing the results of the Quantitative Strategic Planning Matrix questionnaire for the selection of priorities and alternative strategies obtained. Then validate the Unit Head of CV ASPI to find out the selected implementation plan.

The result of the selected priority strategy is market development. There are several stages to carrying out this strategy, including conducting market and field research to find out market desires and see potential markets, running digital marketing, and conducting training to employees on how to operate and take advantage of opportunities in digital media. The market development strategy based on the analysis results is in accordance with the available resources and limitations. It is hoped that CV ASPI can increase sales of broilers and can compete with competitors.

Keywords — [***Market Development, SWOT Matrix, Quantitative Strategic Planning Matrix***]