

ABSTRACT

Balief coffee is a business that is engaged in the coffee business in the Bandung district. Balief coffee sells various beverages, especially coffee. As a result of the many competitors in similar fields that have begun to emerge and the decline in consumer purchasing power due to the lack of utilizing existing technological developments. To overcome this, a marketing strategy is the right thing to do in order to compete with other competitors. The appropriate analytical method in evaluating the company's real condition is the SWOT method and the Quantitative Strategy Planning Matrix (QSPM). Based on the background of the problems faced by Balief coffee, it is necessary to have the right marketing strategy to be able to compete and increase sales. Matrix of internal and external factors, SWOT Matrix, and QSPM Matrix is a way to solve this problem. Therefore. The final project was carried out on Balief Coffee to find out and determine the right marketing strategy to increase sales using the SWOT and QSPM methods. The first process in this Final Project is to identify the internal and external factors of the company so that the factors for strategy formulation can then be obtained by weighting the IFAS and EFAS matrices. From the results of the weighting, it will be known the company's position based on the IE matrix, then used as the basis for formulating the design strategy on the SWOT matrix. Then QSPM is used to evaluate the alternative strategies that have been obtained, and can determine the best strategy by obtaining the highest TAS score, which is 5,628

Keywords : Marketing Strategy, IFE, EFE, IE, SWOT, QSPM