

ABSTRACT

CV Sri Mukti is one of the SMEs engaged in food that produces rice. CV Sri Mukti was established in 2000, CV Sri Mukti is located in the Tasikmalaya Regency area. Currently, CV Sri Mukti's sales strategy is selling offline. In the continuity of its business CV Srimukti has competitors who also produce rice. The existing competitors are CV Hasil Mandiri and CV Sahabat Putra which are located in the Cipatujah District, Tasikmalaya Regency. The Bulog segment has increased from 2016 to 2020. The market segment has decreased from 2019 to 2020. CV.Sri Mukti's rice sales target in the market segment is 240 tons per year. CV. Sri Mukti experienced a decline in sales in 2019 to 2020 because the promotion provided by CV. Sri Mukti did not yet exist and the marketing strategy was still traditional.

This final project aims to design a marketing strategy at CV. Sri Mukti using the SWOT analysis method. A company must always look for a match between the company's internal strengths (strengths and weaknesses) and the company's external strengths (opportunities and threats) in a market every day. 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 IFE and EFE 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 value that has been obtained in the QSPM analysis.

The results of this final project are in the form of a promotional strategy design, namely expanding market share by means of promotion by improving product quality to be able to compete with competitors, improving promotional strategies by using good and gradual management which is expected to select potential segments, maintaining relationships between buyers and sellers by offering high values such as competitor-oriented prices, good quality. Utilizing good and friendly service so that a relationship can be established between sellers and buyers so that CV. Sri Mukti can distribute to endusers easily.

Keywords: SWOT, Matriks IFE, Matriks EFE, QSPM