

ABSTRACT

Cipta Decoration is one of the UMKM engaged in Medan, North Sumatera. Cipta Decoration income every month from August 2021 to July 2022 has decreased so that it does not meet the set targets. Therefore, Cipta Decoration must determine a new strategic plan that can be implemented in order to increase revenue results and meet the targets set each month. The design of the new marketing strategy set by Cipta Decoration uses the Quantitative Strategic Planning Matrix (QSPM) method. The information and data used in this study consist of primary data and secondary data, the tools used to carry out the analysis are the Internal Factor Evaluation (IFE) matrix, External Factor Evaluation (EFE) matrix, Internal External (IE) matrix, SWOT (Strengths, Weaknesses, Opportunities, threats) matrix, and Quantitative Strategic Planning (QSPM) Matrix. The tools used to collect data in this study is a questionnaire. The priority strategy is the strategy that has the highest total Attractive Score, namely “Conduct promotions through social media with an attractive display regularly” with a value of 6,626.

*Keywords : **Marketing Strategy, QSPM, SWOT analysis***