

ABSTRACT

The textile industry in Indonesia is one of Indonesia's largest producers of non-oil and gas export commodities, this industry encourages increased availability of jobs in Indonesia. Citra Mode Textile is one of the business people in the field of textile fabrics in Surabaya. Citra Mode Textile provides sales of various kinds of fabrics, both typical of East Java Province itself and those from outside East Java Province. Therefore, to increase sales of Citra Mode Textile. The research method used in this study is by conducting interviews with Citra Mode Textile in the city of Surabaya to formulate external factors (opportunities and threats) and internal factors (strengths and weaknesses) of Citra Mode Textile. . Then formulate the strategy through three stages, namely the input stage using the EFE (External Factor Evaluation) and IFE (Internal Factor Evaluation) matrices, the matching stage using the SWOT (Strength-Weakness-Opportunity-Threats) and IE (Internal-External) matrices and the decisions using the QSPM (Quantitative Strategic Planning Matrix) method through the HOQ (House Of Quality).

Keyword : Textile Product SWOT, QSPM,