

ABSTRACT

One of the MSMEs owned is Aura Mart. These MSMEs come from Padang City. Aura Mart operates in the Food and Beverage sector and also tools to support kitchen needs. Its role in the environment is to meet the needs of society, namely in meeting personal and household needs. Aura Mart provides things like rice, eggs, and even brooms. In its business implementation, Aura Mart's sales targets never met the desired targets. The strategy used by Aura Mart in marketing its products is currently only by word of mouth. In the development of globalization, this method is said to be ineffective because it uses internet technology to promote products. Therefore, the marketing strategy for Aura Mart is very important because of the high level of competition with competitors similar to Aura Mart. Due to high competition and inappropriate strategies, Aura Mart's sales targets were not achieved. In an effort to overcome this problem, identification was carried out using a fishbone diagram so that the root of the problem at Aura Mart was obtained. After conducting an analysis of the root of the problem, it was discovered that to overcome this problem, it was necessary to design an effective marketing strategy so that Aura Mart could achieve the desired sales target. To obtain an effective marketing strategy, Aura Mart conducted an analysis using the QSPM (Quantitative Strategic Planning Matrix) method. QSPM is a tool for objectively evaluating alternative options, determining the relative attractiveness of feasible alternative actions and deciding which strategy is the best. QSPM consists of several series of activities starting from IFE Matrix Analysis (Internal Factor Evaluation), EFE Matrix Analysis (External Factor Evaluation), IE Matrix Analysis (Internal & External), and assistance from the SWOT analysis method. From the series of activities carried out, this QSPM analysis will produce results in the form of the best marketing strategy design so that it can increase sales from Aura Mart so that the desired sales target can be achieved. The results of this final assignment are five alternative strategies that will be implemented immediately, including creating an account on a marketplace platform such as Shopee/Bukalapak, adding several local or MSME products as additional variations at relatively cheap prices, adding employees for the marketing

department, providing product brands that are often desired. consumers, Adding a free delivery order system at a certain minimum distance.

Keywords: SWOT analysis, IFE Matrix, EFE Matrix, QSPM, Marketing Strategy