

ABSTRACT

In the midst of changing market dynamics, companies and businesses, especially in the context of Micro, Small and Medium Enterprises (MSMEs), need to adapt to new marketing strategies to maintain and increase their competitiveness. However, this is actually the root of the problem faced by Dairy nails MSMEs, especially in promotions that are less than optimal so that sales are unstable and have not reached sales targets. So, from the root of the problem, this research aims to design a promotional mix so that sales results can increase, be stable and meet targets. The methods used in this research are SWOT (Strength, Weakness, Opportunities and Threats) and the QSPM (Quantitative Strategic Planning Matrix) method. The SWOT method is used to create alternative strategies, which require analyzing the internal and external factors of Dairy Nails using the IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices which aim to formulate the right strategy for the business and the IE (Internal – External) matrix.) to determine the position of the business which is located in the quadrant according to the IFE and EFE results obtained. Next, an analysis is carried out on the SWOT matrix which aims to create a strategy by maintaining strengths and exploiting opportunities, as well as reducing weaknesses and avoiding threats. The final stage is using the QSPM method to propose a strategy using the highest TAS value to then be implemented. After obtaining the IFE and EFE results, calculations were then carried out using the IE matrix and the results showed that Dairy Nails was in quadrant II, which means MSMEs were in a Growth position. After that, a proposed SWOT matrix was formed and 16 proposed strategies for Dairy Nails were obtained. After obtaining the previous 16 strategies, calculations will be carried out using QSPM to sort the best strategies which will then be implemented by Dairy Nails

Keywords: *Dairy Nails, Press on Nails, QSPM, Promotion Mix*