

ABSTRACT

Kopi Radono is a Micro Small Enterprise (UMK) which operates in the culinary sector located in Cimahi City. As a result of increasingly fierce competition and ever-growing technological advances, profit targets are often not achieved. To overcome this challenge, companies need strategies to increase their competitiveness against competitors. The chosen approach to developing this strategy involves the use of SWOT analysis and Quantitative Strategic Planning Matrix (QSPM) methodology. The research began by distributing questionnaires and evaluating the company's internal and external conditions which were then transformed into Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) matrices to determine their respective weights. The results of this weighting are then integrated into the Internal-External (IE) Matrix, revealing the company's position and forming the basis for generating alternative strategies in the SWOT matrix. The final stage includes QSPM analysis, culminating in a priority strategy based on the highest Total Attractive Score (TAS). Ultimately, this research seeks to provide Kopi Radono with a comprehensive and data-based strategy to improve its market position. By utilizing the insights gained from the SWOT analysis and QSPM methodology, Kopi Radono can develop strategies that allow for sustainable growth and establishment in the competitive culinary industry.

Keywords: business, strategy, SWOT, QSPM, MSE