

ABSTRACT

The automotive industry is an industry that continues to grow and is increasing at this time. Vismo Reserve Bogor is one of the detailing business ventures from Bogor City, West Java which has been operating since the end of 2021 which focuses on selling detailing services. Since the beginning of its operation, Vismo Reserve Bogor experienced difficulties and ups and downs of customers which affected the sales target that had been determined. Therefore, a new strategic plan is needed to compete and increase revenue. This study aims to analyze internal and external conditions and find out the appropriate alternative strategy to be applied by Vismo Reserve Bogor.

The method used in this study is a qualitative method and data collection is done by interview and documentation. The formulation of the marketing strategy in this study consisted of three stages, namely conducting internal factor analysis (IFE) and external factor analysis (EFE), using the SWOT matrix and IE matrix, and finally the QSPM matrix.

The results of this study that the internal factors of Vismo Reserve Bogor showed good results with a score of 3.08 and on external factors Vismo Reserve Bogor obtained a score of 3.26. An alternative marketing strategy that should be implemented by Vismo Reserve Bogor is to renovate the premises and expand facilities as well as improve marketing and promotion quality in order to create new customers.