

ABSTRACT

The development of Micro, Small and Medium Enterprises (MSMEs) is currently growing and the number is quite large. Outline Coffee is one of the MSME coffee shops from Ciamis Regency, West Java that has been operating since 2021, which focuses on selling processed coffee drinks and non-coffee drinks. Since the beginning of its operation, Outline Coffee has never reached the predetermined sales target. Therefore, Outline Coffee must plan a new strategy to be able to compete and increase revenue.

This study aims to analyze the conditions of the internal and external environment and to find out the appropriate alternative marketing strategies to be applied by Outline Coffee.

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

The results of this study are that the internal factors of Outline Coffee show good results with a score of 3.7. While external factors, obtained a score of 3.42. An alternative marketing strategy that Outline Coffee should implement is to innovate in promotions by following current trends and relocating places from Outline Coffee.

Keywords: *Marketing Strategy, SWOT, IFE, EFE, and QSPM*