

## **ABSTRACT**

*Signature Store is part of UMKM engaged in the fashion industry located in Bandung City, which is a reseller of Vans, Nike Air Jordan, and several other brands. As a result of the many competitors that have been established before and those that have just emerged, the sales of the Signature Store decreased.*

*To solve this issue, marketing strategy is the right thing to compete with other competitors.*

*Therefore, writing this thesis aims to determine alternative marketing strategies to increase sales of Signature Stores. Determination of alternative marketing strategies using two methods, namely SWOT and QSPM. The SWOT matrix is used to obtain alternative strategies from internal and external factors.*

*Meanwhile, QSPM determines alternative strategies generated from the SWOT matrix. In addition, this thesis uses the IFE (Internal Factor Evaluation) matrix, the EFE (External Factor Evaluation) matrix, and the IE (Internal-External) matrix. After processing the data, it will produce an alternative marketing strategy determined.*

*The results of this study are expected to be able to contribute to the science of marketing management related to business marketing strategies and can be used as material to review the strategies that have been implemented by the company so that it can help the company develop its marketing strategy.*

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