

ABSTRACT

Indonesia as a potential market for the world business. Bandung has an important role in the economy of West Java. Bandung community that has a high tolerance in the development and acceptance of new ideas into the main capital of Bandung in the development of the industry. In addition, Bandung is a very potential to synergize and collaborate on industry that could be featured in Bandung is one of them in the field of fashion.

Knowing the scope of competition and determining the right strategy is essential for convection Inglorious Industries. The purpose of this study is to determine internal and external factors to the enterprise Inglorious Industries, the position of Inglorious Industries in IE matrix and SWOT matrix and determine the most appropriate strategy to apply to companies Inglorious Industries based QSPM matrix.

This research method using qualitative methods. Sources of primary data obtained through interviews, passive observation and study of literature. The sampling method using purposive sampling method with 3 internal sources and one external speakers.

results showed a total score of 2.65 IFE Matrix and Matrix EFE total score of 2.77. The results showed Inglorious IE Matrix Industries is in cell V is to maintain and sustain (hold and maintain). The results obtained from SWOT Matrix QSPM Matrix which produces 6 alternative strategies.

Keywords: Management Strategy, IFE Matrix, EFE Matrix, IE Matrix, SWOT Analysis, QSPM Matrix, Industrial Clothing.