

## ***Abstract***

*Culinary tour Bandung is a culinary icon for hunters are outside as well as inside the city. This led to the culinary industry in Bandung development each year. The development of this industry have resulted in increasing business competition. The company surely should be able to deal with the phenomenon of this business. Facing the world market is loaded will change, the company must recognize a marketing strategy that has important functions in its use, namely the marketing mix consists of Product, Price, Place, Promotion, People, Process, Physical Evidence that has a major role for the company as a basic strategy to continue to follow the desires of the market is fickle.*

*The purpose of this research is to analyze the marketing mix namely marketing mix performed by Cafe & Resto Mouton Slice and Grill to create a marketing strategy using SWOT method that are either internal factors (IFS) and external factors (EFS) against the company Cafe & Resto Mouton Slice and Grill. Type of this research is a descriptive qualitative approach through. Method of data collection in this research was done by way of interviews, observation, and documentation.*

*Research results based on the SWOT analysis technique that has been done is: 1) strategy SO: Add Variant types and variants of the main product rendering, leveraging social media as a media promotions, maximizing the functionality of the app Gojek service Gofood as media information; 2) strategy WO: give a discount to consumers who conduct transactions via the app store location, move the Gojek to add hours of operation, making the event a competition or race with the theme of "grill", giving a discount through social media instagram; 3) ST strategies: dominating design store, region as well as customer service, adding to the amount or rate of products in particular single product or portion of one person, add a delivery order services; 4) WT strategies: do public relations promotional strategies, adding wifi facility, adding variant type products like suki menu or menu stew.*