

ABSTRACT

The coffee shop lifestyle in a big city is growing fast, because the mobility of urban living especially people in a big city increasing demand of coffee and the lifestyle of urban living for staying and mingling in a coffee shop. Especially in Bandung known as tourism city. Thus, Kedai Kopi Bara need to had a strong business strategy development to envelop and sustaining their business. The purpose of this research is to analyze the Kedai Kopi Bara strategy based on external and internal environment.

This research is focusing on how Kedai Kopi Bara business strategy formula by using three step of strategy making such as EFE, IFE and CPM Matrix. To determine the scale of weight for EFE and IFE Matrix. Step two is need to use SWOT Matrix Analysis, IE Matrix and Grand Strategy Matrix. In step three QSPM Matrix is needed to decision making. This research is using qualitative methods through interview, observation, documentation and literature data study.

The result of this research is showing that the EFE Matrix score is 3,19 and the IFE Matrix score is 3,08, with the result that the Kedai Kopi Bara quadran is at I on IE Matrix, that the strategy that match in that quadran is Grow and Build Strategy. The main priority based on the QSPM Matrix evaluation is Market Development Strategy by means of Kedai Kopi Bara is opening the new branch in a different location or city.

Keywords : Coffee, Coffee Shop, EFE, IFE, CPM, SWOT, QSPM