

## ***ABSTRACT***

*CV BJP is a company placed in Rancaekek that engaged in forklift rental services. CV BJP had 11 units of forklift with a capacity of 2 up to 7 tons. Average Daily Request in CV BJP was 5 to 7 forklift units while the number of forklift units in CV BJP was as many as 11 units. With a market opportunity of 84.8% or 25 of 33 companies in Rancaekek that require rental services every day, CV BJP supposed to maximalize the opportunity to compete the market. Therefore, it was necessary to support CV BJP to increase the frequency of forklift lease requests.*

*The method used was the IE matrix by analyzing the parameters used with the total IFAS score and the total EFAS score. From the IE matrix, internal and external positions would be obtained as well as alternative strategies that could be developed. SWOT analysis was performed to identify internal strengths and weaknesses of firms in facing external opportunities and threats. The SWOT analysis yielded several alternative strategies which were indicated by the SWOT matrix by considering the four factors that had been analyzed.*

*Based on the results of internal analysis of the company and SWOT analysis, it was concluded that there were three alternative strategies appropriate for IE Matrix and SWOT Analysis. The three alternative strategies were CV BJP must make cost and inefficient effort to control product quality, CV BJP had to look for big companies that require maintenance services on a large scale, CV BJP should advance and fill the product according to market needs, so they could compete in heavy equipment industry.*

*Keywords: Marketing Strategy, Internal-External Factors, SWOT Analysis*