

ABSTRACT

The Muslim fashion world will never die to create innovations according to the times. Competition in the business world in Indonesia is getting tighter. Every company strives to increase its share in various ways, innovations and strategies. Companies must be able to determine the right fit strategy that can be used to reach the target market and increase the existing market share. So that his business can survive and win the competition. More competitors there will bring many choices for consumers. So that makes consumers more observant and smarter with their choice. Knowing the scope of competition and setting the right strategy is important for the CV. Rabbani Asysa.

This study aims to determine the external factors and internal factors in the CV. Rabbani Asysa, the company's position in the SWOT Matrix, and the business strategy formulation that will be carried out of the company in overcoming weaknesses and using strengths, taking advantage of opportunities and overcoming threats based on QSPM matrix. These three things are useful for formulating strategies to help companies compete with competitors. This research method uses quantitative method. Primary data sources are obtained through observation, interview and literature studies.

The results of this study show the total score of the IFAS Matrix is 3.16 (high internal position of the company) and the total score of EFAS Matrix is 3.08 (the external position of the company is also high). IE Matrix result show CV. Rabbani Asysa is in cell I, which is to grow and build. The result of QSPM matrix is obtained from SWOT Matrix which produces 6 alternative strategies.

Keywords: Strategic Management, IFAS Matrix, EFAS Matrix, IE Matrix, SWOT Analysis, QSPM Matrix, Textile Industry