

## **ABSTRACT**

*Bali Ragam Busana is a garment company that is located at Jl. Mr. Tangkuban Perahu No.261, Padangsambian Klod, Denpasar Bar., Kota Denpasar, Bali 80117, Indonesia. The high competition in this business field requires companies to have the right marketing strategy so that companies can compete and survive in order to be able to compete with companies that need top rankings (market leaders). The quantitative strategic planning matrix (QSPM) will be used in determining the right marketing strategy. The stages of research starting from internal and external discussions of the company need to collect factors with their influence for the strategy formulation process which consists of weighting results on IFAS and EFAS matrices. Based on the results of the total weighting of the IFAS and EFAS matrices, the company position will be determined based on the company's internal and external factors on the Internal-External (IE) matrix which will be used as a basis for formulating the alternative strategies on the SWOT matrix. Finally, QSPM analysis will be implemented which is aimed at evaluating or evaluating several strategic choices for the objective that have the best strategy. The QSPM matrix can also decide on the best priority strategy.*

*Keyword: Marketing Strategy, IFAS, EFAS, IE Matrix, SWOT Matrix, QSPM*