

ABSTRACT

Battle x's is one of the Micro, Small and Medium Enterprises on Bandung that does business on confection and sells equipment of the Indonesian National Armed Forces and National Police also State Civil Apparatus, sport shirt and outdoor sport equipments . But the number of entrepreneurs who do business in this market causes increasingly fierce business competition and make every entrepreneur to make efficiency in each of their business processes. Because of that a special strategy is needed to compete in the market, especially in Bandung.

The purpose of this study was to determine external factors and internal factors in Battle x's MSMEs, the company's position in the IE matrix, then look for alternative strategies through SWOT matrix analysis and decide also determine alternative strategies that can be used by MSME Battle x's based on the QSPM matrix. The method used in this study is a descriptive qualitative research method that describes the conditions or relationships that exist, ongoing processes, opinions and facts in the field. Primary data collection is obtained through interviews and secondary data through literature studies, research journals, theses and the internet. Sampling is done by Purposive Sampling method with as many as 6 people. The results of this study show the IFE 3.16 matrix (firm's internal position is strong) and the total EFE matrix is 2.9 (external position including the average category). The results of the IE matrix show Battle x's to be in cell I which is grow and build. The results of the QSPM matrix are obtained from the SWOT matrix which produces 4 alternative strategies.

Keywords: Management Strategy, IFE, EFE, IE Matrix, SWOT, QSPM