

ABSTRACT

The coffee shop lifestyle in a big city is growing fast, because living especially people in a big city is increasing the 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, Kadatuan Coffee Shop needs to have a strong business development strategy to envelop and sustain their business. The purpose of this research is to analyze the Kadatuan Koffie strategy based on external and internal environment.

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

The result of this research is showing that the EFE Matrix score is 3.19 and the IFE Matrix score is 3.33, with the result that the Quadran Kadatuan Koffie is at I on IE Matrix, that the strategy that matches in that quadrant is Grow and Build Strategy. The main priority is based on the QSPM Matrix evaluation is the strategy of maximizing the use of applications to introduce products and develop new products.

Keywords: Coffee, Coffee Shops, EFE, IFE, SWOT, IE, QSPM