

ABSTRACT

Arca Industry is a company that specializing in furniture field. From Arca Industry revenue results since November 2017 to October 2018, there are some months which the revenue is not meet the targeted revenue. Therefore Arca Industry must plan a new strategy in order to have an increase in revenue in accordance with the targets set. The marketing strategy designed by Arca Industry is based on several factors such as strengths, weakness, opportunities, and company threats. SWOT analysis is used to obtain alternative strategy that obtained from internal and external factors in the company. Research and information data consists of primary data and secondary data, the analysis tool used in this study are the IFE (Internal Factor Evaluation) matrix, EFE (External Factor Evaluation) matrix, IE (Internal-External) matrix, SWOT (Strengths, Weakness, Opportunities, and Threats) matrix, and QSPM (Quantitative Strategic Planning Matrix). The SWOT matrix produces eigh alternative strategies that can be implemented by the Arca Industry. The process of QSPM produces 3 marketing strategies that can be implemented first, 1. Following exhibitions held in big cities with a TAS score of 6,056, 2. Maintaining current conditions and improving the quality of service to customers with a TAS score of 5,990, 3. Market and introduce products to consumers who are not familiar with the products of the company with a TAS score of 5,811.

Keywords : Marketing Strategy, IFE, EFE, IE, SWOT, QSPM