

ABSTRACT

Shee.k.cloth is a shop that sells women's clothing with new era's concepts. Shee.k.cloth is located in Buah Batu Regency, Blok A No. 10, City of Bandung, West Java. Shee.k.cloth was founded in 2018. The problem with Shee.k.cloth is that it has experienced a drastic sales drop in 2020 due to increasingly fierce competition. To overcome this problem, it is important to have a new, better marketing strategy so that Shee.k.cloth stores can compete with other competitors and can increase company profits. The marketing strategy designed for the Shee.k.cloth store consists of several factors: the company's strengths, weaknesses, opportunities and threats. SWOT analysis is used to obtain alternative strategies, where alternatives are obtained from internal factors and external factors of the company. The data and information of this research consist of primary data and secondary data. The analysis used in this study is the IFE (Internal Factor Evaluation) matrix, the EFE (External Factor Evaluation) matrix, the IE (Internal-External) matrix, the SWOT matrix (Strengths, Weakness, Opportunities, and Threats), and QSPM (Quantitative Strategic Planning) Matrix. The SWOT matrix produces 5 alternative strategies that can be implemented by the company. Based on calculations using the QSPM method which consists of 5 alternative strategies, there is one strategy that must be prioritized by companies that utilize technology results to sell products online through market place (Shopee // Tokopedia) and create Facebook Shee.k.cloth stores for sales. products with a TAS score of 6.311.

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