

ABSTRACT

For business actors, MSME is a business that can be operated by individuals, households, or small business entities. In this final project, MISPLACE.CO is an MSME actor that focuses its business in fashion retail industry . Over time, MISPLACE CO. has experience few setbacks, particularly a decline in sales volume due to shortage of manpower with adequate skills for marketing the products, lacking of of public interest in local Indonesian products, and how Covid-19 pandemic has affected consumer's confidence and thus reduces their purchasing power. Therefore, this final project aims to determine alternative marketing strategies to ensure MISPLACE CO. thrives amid a global pandemic and therefore yields more revenue and profit. There are 2 methods to determine alternative marketing strategies: SWOT and QSPM. SWOT is used to obtain alternative strategies derived from internal and external factors of the company. While the QSPM is used to determine alternative strategies generated from SWOT matrix. In addition, this final project also uses the IFE (Internal Factor Evaluation) matrix, the EFE (External Factor Evaluation) matrix, and the IE (Internal-External) matrix. After carrying out a series of data processing, some alternative marketing strategy will be generated that would help re-shaping MISPLACE,Co in moving forward and lead us to final project completion as required for graduation.

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