

ABSTRACT

Bradermaker is a business engaged in clothing or fashion in the city of Tegal, Central Java. From the results of Bradermaker's earnings from October 2020 to September 2021, it can be seen that several months of Bradermaker's sales did not meet the targets that had been made. Therefore, Bradermaker must plan a new strategy to increase revenue and meet its monthly sales target. The marketing strategy designed by Bradermaker is based on several factors, namely business strengths, weaknesses, opportunities, and threats. The right approach is to apply the Quantitative Strategic Planning Matrix (QSPM) method. SWOT analysis is used to obtain alternative strategies, which alternative strategies are obtained from internal factors and external factors. The data and information used in the study consisted of primary and secondary data. The analytical tools used were the IFE (Internal Factor Evaluation) matrix, the EFE (External Factor Evaluation) matrix, the IE (Internal-External) matrix, the SWOT matrix (Strength, Weaknesses), Opportunities, Threats), and QSPM (Quantitative Strategic Planning Matrix). The SWOT matrix produces 6 alternative strategies that can be implemented by the company. Based on the results of the QSPM matrix of 6 alternative strategies, there is one strategy that will be prioritized, namely Utilizing social media developments for marketing. With a TAS score of 6.61064.

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