

ABSTRACT

Sapatos Clean & Shoes is a business in the field of shoe, bag, and hat washing services that focuses on cleaning shoes, bags, and hats. Sapatos Clean & Shoes, which has been established in 2017, is located at Wisma Asri Park, North Ring Road RT 005/ RW 023, Teluk Pucung, North Bekasi District, Bekasi City, West Java. The high public interest in the fashion world, the higher the competition with similar businesses. This puts pressure on business actors to continue to have strategies in facing competition with similar business actors. Therefore, the Sapatos Clean & Shoes business wants to implement a business development strategy using the analytical methods used are the Internal Factor Evaluation (IFE) matrix, External Factor Evaluation (EFE) matrix, Internal-External (IE) matrix, SWOT matrix (strengths, weaknesses, opportunity, threat) and the Quantitative Strategic Planning Matrix (QSPM).

Based on the results of the analysis above, namely the formulation of alternative strategies using the SWOT matrix by analyzing the strengths, weaknesses, opportunities, and threats of the Sapatos Clean & Shoes business. Based on the SWOT matrix, there are as many as seven alternative strategies. Next is the decision-making stage using the QSPM matrix and an alternative priority strategy for the Sapatos Clean & Shoes business is to improve service quality by maximizing shuttle services with a total attractiveness score or TAS score of 5,464.

Keywords: Sapatos Clean & Shoes business, IFE Matrix, EFE, IE, SWOT, and QSPM