

## **ABSTRACT**

*The development of Micro, Small and Medium Enterprises (MSMEs) is currently growing and there are quite a number of them. Mozeto Clothing is one of the MSMEs that runs a business in the sale of clothing, but Mozeto Clothing has experienced a decline in turnover and fluctuating sales, which resulted in not achieving the targets set by Mozeto Clothing.*

*This study aims to determine the internal and external conditions of Mozeto Clothing and to find out alternative marketing strategies that should be applied to Mozeto Clothing in order to increase sales.*

*The research method used in this study is mix method, which is a combination of qualitative and quantitative. In the qualitative method using interview techniques and quantitative methods using the IFE matrix, EFE matrix, IE matrix, SWOT matrix and QSPM matrix.*

*Based on the qualitative method from the interviews, the data were processed quantitatively on the IFE matrix, EFE matrix, and IE matrix. The results of processing the IE matrix, SWOT matrix and QSPM show that the company has two alternative strategies, namely marketing strategies by marketing products online and adding changing room facilities for customer convenience.*

*The results of this study are expected to be able to contribute to the science of marketing management related to business marketing strategies and can be used as material to review the strategies that have been implemented by the company so that it can help the company develop its marketing strategy.*

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