

## **ABSTRACT**

*Because the growth of coffee shops in Sleman Regency is quite rapid, resulting in stiff competition between coffee shops. Tongkah Kopi experienced a decrease in revenue in the period June 2020-June 2021. The lack of maximum promotional activities and the lack of facilities were some of the factors that caused Tongkah Kopi to experience a decrease in income. Tongkah Kopi must have a strategy to be able to face the competition. This study requires a method that makes it easier to analyze, determine internal and external factors to be able to find out the potential possessed by the shop which can then determine alternative strategies that can be applied with the SWOT analysis method which is a method that aims to identify strengths and weaknesses in an organization. as well as opportunities and threats that exist in the business organization environment and by benchmarking to be able to compare successes that can be applied to Tongkah Kopi. These factors are processed using the IFE and EFE matrix which produce a growth and build strategy, namely an intensive strategy or an integrative strategy obtained from the IE matrix.*

***Keyword: Strategies, Benchmarking, SWOT Analysis, IFE and EFE Matrix, IE Matrix.***