

ABSTRACT

Owari Official is an online business that sells products in the form of t-shirts that are currently operating in the city of Bandung. Owari Officially created in November 2021 with a vision to become a favorite clothing store for Japanese culture lovers. Owari Official is experiencing a problem where the level of sales decreases every quarter of the year. Some of the problems that cause this are the lack of product choices, the ordering process is still manual, and marketing is not optimal.

The purpose of this study is to design a marketing strategy by analyzing the company's internal and external environment using a SWOT matrix and the use of QSPM to prioritize the selected marketing strategy. The design of the integrated system needs to have a visualization of the marketing strategy plan. The benefit of designing a marketing strategy for Owari Official is as a guide for Owari Official stores to increase sales levels.

Keywords: Marketing Strategy, SWOT, QSPM