

ABSTRACT

Clueless.co is a business venture engaged in the apparel industry that produces men's and women's clothing, located in Tebet, South Jakarta. Clueless.co's revenue results from June 2020 to June 2021 received decreased. Therefore Clueless.co must plan a new strategy to increase revenue in order to achieve the target that has been set. To overcome this, a marketing strategy is the right thing to do in order to compete with other competitors. The marketing strategy designed by Clueless.co is based on several factors, namely the company's strengths, weaknesses, opportunities, and threats. Research data and information consist of primary data and secondary data. The analytical tools used in this research are IFE (Internal Factor Evaluation) matrix, EFE (External Factor Evaluation) matrix, IE (Internal-External) matrix, SWOT matrix (Strengths, Weaknesses, Opportunities, and Threats), and QSPM (Quantitative Strategic Planning Matrix). SWOT analysis is used to obtain alternative strategies, where alternative strategies are obtained from internal and external factors of the company. Next is the decision-making stage using the QSPM matrix to evaluate the alternative strategies obtained, and can determine the best strategy by obtaining the highest TAS value that has been obtained in the QSPM analysis. From the acquisition of the highest TAS score of 5,132 with an alternative strategy, namely promoting with collaborators.

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