

ABSTRACT

Faeyza.foody is a business operating in the snack food sector in Tasikmalaya Regency. Faeyza.foody offers spring roll chip snacks made from spring roll chips and fried vermicelli made from rice vermicelli. Faeyza.foody was founded on October 5, 2022. During its business, Faeyza.foody experienced problems. The obstacle experienced was a decrease in income which resulted in the sales target not being achieved. Faeyza.foody needs an alternative solution to deal with the decline in sales revenue. Faeyza.foody uses the SWOT analysis method to determine the internal environmental conditions (strengths and weaknesses) and the company's external environmental conditions (threat opportunities). So, from determining the internal factors and external factors, a decision on the weight values contained in the IFE and EFE matrices is obtained. So, the company's position in the IE matrix is obtained. Then, alternative strategy research was carried out using the SWOT matrix. The final stage is the QSPM method as a tool for determining alternative strategies that are prioritized based on obtaining the highest TAS score. The design of this business strategy produces four alternative strategies that are prioritized to be implemented by Faeyza.foody, namely utilizing digital technology by adding more diverse promotional media, maximizing the promotional process on Instagram social media, developing products by adding new flavor variants and adding more new products. creative and innovative, and expanding market share. Determining alternative business strategies will have an impact on increasing income by utilizing business strategies in stages by Faeyza.foody.

Keyword– [Faeyza.foody, Strategy, SWOT, QSPM]