

## **ABSTRACT**

Adinda Fashion is engaged in the retail sale of clothing. During its growth period, it is known that Adinda Fashion's sales have increased every year. However, in 2022, Adinda Fashion experienced a decline which caused by the continuous emergence of competitors to the lack of prospective customer visits, which causes Adinda Fashion have to increase sales again using the right strategy. The methods used to design Adinda Fashion's marketing strategy are SWOT and QSPM Matrix. Strategy formulation is carried out with internal and external audits to result in IFE matrix and EFE matrix scores. The IFE matrix and EFE matrix values are processed in the IE matrix and the IE matrix results are obtained, namely market penetration and product development. The strategies are then processed into the QSPM matrix to find out which strategies should be prioritized. Based on the results of the QSPM matrix, the priority and appropriate strategy to be applied to Adinda Fashion is to penetrate the market by creating E-Commerce for promotions and transactions with a total attractiveness score is 4.51.

Key words — *E-Commerce, Marketing, SWOT, QSPM*