

ABSTRACT

In an effort to achieve business success, of course a company needs the best strategies to implement. Companies that understand the importance of development strategy and know what efforts must be taken will certainly be able to be superior to existing competitors. A business development strategy can run well if it is accompanied by a carefully planned development program. So it is hoped that it will be able to help achieve the company's goals in producing quality products or services. This research was conducted with the aim of knowing internal and external factors and providing suggestions regarding determining alternative development strategies that are suitable for Poda Rent. The author conducted research using a Mix Method, namely, utilizing qualitative methods together with quantitative methods. The author conducted interviews and distributed IFE and EFE questionnaires to 8 research respondents consisting of 3 company internal parties, 3 consumers, 2 competitor representatives. Based on the formulation of alternative business development strategies using the QSPM matrix, it is known that the alternative strategy that can be prioritized by Poda Rent is implementing a horizontal integration strategy by merging with a similar company, namely CV. National to increase the amount of production.

Keywords: SWOT analysis, IFE Matrix, EFE Matrix, QSPM, Marketing Strategy