

ABSTRACT

Nowadays, the development of the minimarket franchise business is very rapid, even in one place there can be two minimarket franchise business brands. This makes it easy for people to get products for their daily needs. However, on the other hand, this is a tough challenge for grocery store business owners or traditional stores that are far inferior to the concept of a minimarket franchise business. This condition is also experienced by Toko Hidayat. Before the minimarket franchise, the profits earned were quite large. However, after the minimarket franchise business began to mushroom, Toko Hidayat's turnover began to decline, coupled with the pandemic that occurred in the last two years.

There are several root causes of the decline in sales at Hidayat's Store, one of which is the marketing strategy method that has not been maximized. The method used at this time is only able to maintain buyers who have long been loyal customers of Toko Hidayat. This is a problem for Toko Hidayat to design improvements to the marketing mix to increase sales again.

This improvement will be carried out using SWOT analysis. SWOT analysis, which is logic-based, can maximize strengths and opportunities, and at the same time minimize weaknesses and threats. In addition, the Quantitative Strategic Planning Matrix (QSPM) method will also be used. QSPM is a method that can produce several alternatives to the best marketing strategy or marketing mix. This method is assisted by the IFE Matrix, EFE, and IE Matrix, which will produce some of the best alternative marketing strategies that can increase sales at Toko Hidayat. The results of this final assignment produce six strategies that will be implemented at Toko Hidayat, namely completing products and looking for suppliers at affordable prices, creating promotional content and implementing digital marketing and digitizing payments for more effective promotions, adding employees, providing online ordering services and delivery via WhatsApp, offers bundled products at affordable prices, updates sales tools for better service, and provides monthly or certain day discounts to attract consumers.

Keywords: Marketing Strategy, Marketing Mix, Matrix IFE, Matrix EFE SWOT Analysis, QSPM