

ABSTRACT

Nando Donuts is a small and medium-sized enterprise (SME) established on October 14, 2023, located at Br. Belega Kanginan No.60 Blahbatuh, founded by Ni Luh Putu Ananda Govinda Iswari, who aims to run a business focused on the culinary sector. The problem faced by Nando Donuts is that the revenue from October 2023 to May 2024 did not meet the target and often fell below the target revenue of 8 million rupiahs. This unmet target was due to less-than-optimal marketing and promotional strategies. Additionally, external and internal factors also contributed to the revenue instability of the SME.

The objective of this research is to propose marketing strategies for the Nando Donuts SME using the QSPM Method by conducting a SWOT analysis, so that Nando Donuts can achieve its sales targets and compete with other SMEs. The SWOT analysis is conducted to generate alternative strategies reviewed from the company's internal and external aspects, while the QSPM method is used to determine the best strategic decision derived from the SWOT analysis. Based on the research conducted, it was found that the selected promotion strategy with the highest TAS score is promoting the product using other social media platforms such as TikTok and Facebook, as well as utilizing the services of influencers and food vloggers to review the product to increase its recognition across all demographics (6.85392); participating in SME events with special discount offers or attractive promotional packages, ensuring fresh and high-quality products with appealing packaging, and adding unique flavor variants (5.39734); and developing special donut variants with flavors and packaging designed for holiday celebrations, as well as intensively promoting these special products on social media, emphasizing the uniqueness and exclusivity of products that are only available during the holiday period (5.13275).

Keywords: *SME, SWOT Analysis, QSPM Matrix.*