

ABSTRACT

Grimloc Record Store is a community-based business engaged in the distribution of physical music releases, merchandise, and independent cultural products. To ensure sustainability and expand its market reach amid shifting consumer behavior, the company needs to formulate relevant and adaptive business strategies. Such strategies are essential to respond to the challenges of digitalization, changes in music consumption patterns, and increasing competition from other vendors.

This study aims to identify the internal and external factors influencing Grimloc Record Store and to formulate alternative business strategies that are applicable and implementable. The research employs a mixed-methods approach, combining qualitative and quantitative data collection techniques. Primary data were obtained through in-depth interviews and weighted questionnaires involving internal and external respondents. The data were analyzed using the Internal Factor Evaluation (IFE) matrix, the External Factor Evaluation (EFE) matrix, SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), and the Quantitative Strategic Planning Matrix (QSPM) to determine strategic priorities.

The results show that Grimloc achieved an IFE score of 2.99 and an EFE score of 3.25, indicating a relatively strong internal condition and a supportive external environment. SWOT analysis generated various alternative strategies categorized into S-O, W-O, S-T, and W-T groups. These strategies were further assessed using the QSPM. Based on the Total Attractiveness Score (TAS), the top priority strategy is to establish collaborative distribution with local brands in the skate, clothing, and social culture scenes, achieving the highest TAS of 9.98. This strategy is considered the most effective in expanding Grimloc's distribution channels, strengthening its collective identity, and building long-term synergy across subcultural communities.

Keywords: Business Strategy, SWOT, QSPM, Record Store, Music Industry.