ABSTRACT

The development of the service sector in Indonesia has increased rapidly and encouraged Micro, Small, and Medium Enterprises (MSMEs), including Laundry U. Despite having quite large market opportunities, Laundry U faces problems in terms of marketing that are not optimal and inconsistent, which has an impact on achieving sales targets. The purpose of this study is to design the right marketing mix strategy for Laundry U in order to increase its competitiveness and business performance. The methods used include SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to identify the strengths, weaknesses, opportunities, and threats of Laundry U, as well as the support of the IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices to identify the company's internal and external factors. A mapping of the business position in the IE (Internal-External) matrix was also carried out, which showed that Laundry U was in quadrant V, indicating a "Hold and Maintain" strategy, and the QSPM (Quantitative Strategic Planning Matrix) method was used to evaluate and determine priority strategies based on the level of attractiveness of each alternative strategy. The results of this study were the acquisition of ten proposed marketing mix strategies based on the SWOT analysis. Of the ten strategies, through QSPM analysis, three main strategies were selected as implementation priorities based on the highest Total Attractiveness Score (TAS) value.

Keywords: **MSMEs, Marketing Mix, QSPM, Self-Service, SWOT**