

ABSTRACT

Berawal Coffee is a small company in the field of FnB, especially coffee. Berawal Coffee was established on March 26, 2021. Currently, the company is experiencing several problems, namely sales that haven't yet reach the target. The root of the problem that causes symptoms of this problem include the lack of adequate facilities from parking lots and less ample space, a marketing strategy that could be more optimal, and also has a low engagement rate. The purpose of research on Berawal Coffee Coffee Shop is to improvise and develop the marketing strategy used by Berawal Coffee Coffee Shop. Berawal Coffee is included in UMKM. UMKM is an abbreviation for Micro, Small, and Medium Enterprises. UMKMs are businesses run by individuals, groups, small business entities, and households. In Indonesia, which is classified as a developing country, UMKMs is the main foundation of the economic sector. This is done to encourage the ability of the community to develop in the economic sector. Berawal Coffee is also a relatively small entrepreneurial activity. Entrepreneurship is an independent business activity or business in which all resources and efforts are borne by entrepreneurs (business actors). The methods used in this study are the Internal Factor Evaluation (IFE) Matrix, the External Factor Evaluation (EFE) Matrix, the Internal External (IE) Matrix, the SWOT Matrix, and the Quantitative Strategic Planning (QSPM) Matrix. The research used SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and QSPM (Quantitative Strategic Planning Matrix). This method is used to obtain a more optimal marketing strategy. The conclusion obtained by researchers by discussing internally with Berawal Coffee is that several strategies will be implemented by Berawal Coffee and there are also several strategies that will still be reviewed.

Keywords : Product Sales, Marketing Strategy, SWOT, QSPM