

## **ABSTRACT**

*The aim of this research is to define internal and external condition from retail Eggy Electronic to formulate business strategy that useful for development of Eggy Electronic and medium to small enterprises in Central Java especially Klaten. Author use mix method, qualitative and quantitative. Author do an interviews and hand out questionnaires to analysis IFE and EFE, respondent consists of 2 owners of retail and 1 employee. Alternative strategy obtained from this analysis are increase product variant that have competitive pricing, make an online shop and register to e-commerce to open new market, make Customer Relationship Management (CRM) by utilizing social media.*

**Keywords:** *IFE matrix, EFE matrix, SWOT, QSPM*