

## ABSTRACT

Self-Owned business XYZ company is a small company in the field of chicken processing, especially in cutting chicken. XYZ company has been established since 2016. Currently the company is experiencing several problems, namely sales that have not reached the target. The root of the problem that causes the symptoms of this problem, including unstable income that does not meet sales targets, promotional Strategies that are less varied, a small number of workers and jobs that do not match the job description. The purpose of research on the XYZ company is to identify the conditions of the factors that affect the internal and external environment of the XYZ company. XYZ company is included in UMKM. UMKM is an abbreviation of Micro, Small and Medium Enterprises. MSMEs are businesses run by individuals, groups, small business entities, and households. In Indonesia, which is classified as a developing country, MSMEs are the main foundation of the economic sector. This is done to encourage the ability of the community to develop in the economic sector. XYZ company also includes entrepreneurial activities that are still relatively small. 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 also QSPM (Quantitative Strategic Planning Matrix). This method is used to obtain a more optimal marketing strategy. The conclusions obtained by the researchers by discussing internally with the XYZ company are that there are several Strategies that will be implemented by the XYZ company and there are also several Strategies that will still be reviewed.

**Kata kunci :** Product Sales, Marketing Strategy, SWOT, QSPM