

ABSTRACT

LOST THE PLOT is one of the businesses engaged in the clothing industry and has been established for approximately 4 years. Jl. Gabus Raya No.45, RT 003/005, Srijaya, Kec. North Tambun, Kab. Bekasi, West Java 17510 is the address for LOST THE PLOT. With the high competition in the clothing industry in Bekasi Regency, it requires every business manager to have a good strategy so that businesses can compete and survive. Therefore, the approach taken in the LOST THE PLOT business development strategy in order to be able to compete with similar competitors by applying the Quantitative Strategic Planning Matrix (QSPM) method. The initial stage in this research is to identify the internal and external conditions of Clothing LOST THE PLOT to obtain the factors that influence the strategy formulation process in the form of the results of the weighting of the IFAS and EFAS matrices, amounting to 3.269 and 2.890. After the total weighting of the IFAS and EFAS matrices, it is known that the business position is in cell II, which means (Growth and Build), namely the effort to develop market and products as well as market penetration based on internal and external factors in the Internal and External (IE) Matrix, which can be used as a basis for alternative strategy formulation in the SWOT matrix. Based on the results of processing the SWOT matrix, 10 alternative strategies were obtained, including making other products besides T-shirts such as Hoddie, Baenie Hats, Wallets, Belts, collaborating with local residents by distributing ready-to-stick label stickers for stalls and other selling places, participating in events and local clothing brand exhibitions held around Jabodetabek, collaborating with suppliers to facilitate the manufacture and ordering of goods. Recruiting or paying for services for content writers, conducting evaluations once a month to minimize criticism and suggestions from consumers, Carrying out legalization for brands and other products Ensuring the quality of the materials and screen printing remains good, marketing with other social media or online stores such as Tokopedia and Shopee, Looking for investors to assist in procuring tools for financial records such as EDC (Electronic Data Capture) and to create new products other than T-shirts.

Keywords: Clothing, Marketing Mix, IFAS, EFAS, IE Matrix, SWOT Matrix, QSPM.