

ABSTRACT

UMKM XYZ is a small and medium enterprise engaged in the production of rubber-based spareparts for commercial vehicles. The products include components like engine mounting, stoppers, rubber, bumper springs, shock absorber supports, and stabilizer bushings for brands like Mitsubishi, Hino, Toyota, Daihatsu, and others. The method used in the production of these components is conventional rubber press molding/compression molding. This study identifies several root causes that have led to the sales not meeting the predetermined targets. The selected root causes are the limited market reach and suboptimal promotional efforts. Thus, the proposed solution is the design of a marketing mix to expand the target market reach and achieve sales targets using the SWOT (Strength, Weakness, Opportunities, and Threats) method and the QSPM (Quantitative Strategic Planning Matrix) method. The SWOT method is used to create alternative strategies by analyzing the company's internal and external factors through the IFE (Internal Factor Evaluation) matrix and the EFE (External Factor Evaluation) matrix, with the aim of formulating the right strategy for the company. Additionally, the IE (Internal-External) matrix is used to determine the company's position within the matrix's quadrant. Following this, an analysis is conducted using the SWOT matrix to create strategies that leverage strengths and opportunities while mitigating weaknesses and avoiding threats. Finally, the QSPM method is employed to prioritize the best strategies identified, with the strategy having the highest TAS (Total Attractiveness Score) value being proposed for implementation. The IFE calculation results show a score of 3.700, while the EFE calculation results in a score of 3.320. Based on the IE matrix calculation, the company is located in quadrant I, indicating a Growth position for the UMKM. Subsequently, 11 proposed strategies for the UMKM were developed using the SWOT matrix. Afterward, the QSPM was used to determine the best strategies to be implemented by the UMKM.

Keywords: *SpareParts, Marketing, QSPM, SWOT, Strategy*