

ABSTRACT

The CTRL XYZ convection business in Bandung is one of the MSMEs in the convection sector that faces intense competition and changes in the business environment. Therefore, this study aims to evaluate the marketing strategies used by CTRL XYZ and develop new strategies to enhance its competitiveness. By understanding its strengths, weaknesses, opportunities, and threats, this research is expected to provide relevant strategic recommendations to support the sustainability of the business.

This study used two main theories, the Marketing Mix 7P to analyze internal factors, including product, price, promotion, distribution channels, people, processes, and physical evidence. The second theory used is PESTEL, which helps to understand external factors, including political, economic, social, technological, environmental, and legal aspects. The combination of these theories provides a comprehensive understanding of the convection's condition.

The research uses a qualitative method. Data is collected through interviews, observations, and documentation. The analytical technique employed is the SWOT analysis, which generates a matrix to map marketing strategies based on internal and external factors. Through this approach, the study aims to produce new marketing strategies that can positively impact the CTRL XYZ convection.

The results obtained from this study using SWOT analysis identified 6 strengths, 5 weaknesses, 6 opportunities, and 5 threats. Based on the calculations of the IFAS and EFAS matrix, a score of 3.96 was obtained for IFAS and 4.20 for EFAS, placing the company in quadrant I. This indicates that the company is in a favorable situation and has great potential for growth. Therefore, the recommended strategy is an aggressive strategy (growth-oriented strategy). The suggested SO (Strength-Opportunity) strategy aims to strengthen the company's market position by optimizing internal strengths and maximizing external opportunities.

Keywords : Marketing Strategy, Marketing Mix, PESTEL, SWOT Analysis