

ABSTRACT

This research was conducted in Dewantara District, North Aceh Regency on November 25, 2024. The aim of this study was to identify internal and external factors and formulate appropriate marketing strategy alternatives for ASB Coffee in Dewantara District, North Aceh Regency, using the SWOT and QSPM methods. The background of this research was the suboptimal marketing strategy implemented. Based on coffee beverage sales data, total sales per cup for one year only reached 37,905 cups, approximately 63% of the annual target. The research method used was qualitative, with data processing beginning with the input stage, matching stage, and decision-making stage. The results of the IFE and EFE matrices indicate that ASB Coffee is in quadrant I, focusing on the S-O (Strength-Opportunity) strategy and generating 3 alternative strategies. The QSPM matrix results indicate that the best strategy for ASB Coffee is seen from the total TAS of 5.83, indicating that it can utilize internal resources through services to create its own delivery service with a wider delivery reach.

Keywords: Marketing strategy, EFE & IFE, SWOT, QSPM