

ABSTRACT

This study aims to Identify what internal factors are the strengths of weaknesses and what external factors are opportunities and threats to develop a food and beverages company business in Bogor. Knowing the right marketing strategy to develop a food and beverages business committee in Bogor based on a SWOT analysis. Knowing the right alternative strategy based on QSPM analysis. This research is a qualitative descriptive study. This research was conducted at the food and beverage company in Bogor. Data was collected using observation techniques, questionnaires. The results showed that after obtaining internal and external factors then processed using the SWOT matrix. Food and beverage company in Bogor is in quadrant I, which means companies with high market growth and strong competitive position, on the results of SWOT matrix analysis with an effective quantitative formulation analysis model that is SO strategy, uses strength to take advantage of various opportunities (opportunities) then the implementation of the SO strategy is Maintaining price and quality to remain a consumer choice. Add more outlets in strategic locations such as being close to schools, factories and crowd centers so that products are better known to the public. Based on the results using the QSPM method that the alternative strategy that is in accordance with the current conditions is product development

Keywords: SWOT, QSPM, Development, Strategy, Marketing