

**Marketing Strategy At CBezt Franchise Gunung Batu
In Summersari Sub District Jember District**

Davito Hanjaya Putra

*Study Program of Agroindustry Management
Department of Agribusiness Management*

ABSTRACT

CBezt Franchise business is a macro industry that engaged in processing and selling ready-to-eat food, the produced product is fried chicken which is a franchise's own food. This research aims to: (1) Analyze the strengths, weaknesses, opportunities, and threats factors of fried chicken marketing at CBezt Franchise Gunung Batu in Summersari sub district Jember district, (2) Formulate the alternative marketing strategy of fried chicken at franchise, (3) Determine the priority of marketing strategy of fried chicken at franchise. The analytical techniques that used are SWOT analysis and QSPM analysis. The result of SWOT analysis shows that the company position is in cell V where the right strategy to be used is the hold and maintaining strategy through the market penetration strategy, market development or product development. Based on the results of QSPM analysis, from six alternative strategies that have been made there is one alternative strategy that most desirable and has the highest priority value which is to maintain the quality of raw materials and products with a score of TAS is 7,190.

Keywords: Marketing Strategy, SWOT, QSPM