

**Marketing Strategy in Facing Business Competition at Amanda Brownies
Jalan Gajah Mada, Jember Regency**

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ABSTRACT

Amanda Brownies is a franchise business from Bandung which is engaged in the food industry with a focus on producing Brownies, Amanda Brownies was founded in 2015 on Jalan Gajah Mada, Jember. The problem that occurs in Amanda Brownies branch in Jember is a decrease in sales and not achieving this sales target, this is because there are competitors who have their own strengths and home businesses that imitates the product of Amanda Brownies, it causes many consumers to switch to similar products. Therefore, companies need to implement the right strategy to overcome the problems of Amanda Brownies. This research aims to (1) find out internal and external conditions that can affect Amanda Brownies marketing. (2) Knowing the marketing strategies that can be applied in marketing Amanda Brownies. (3) Knowing the priority of the right strategy to use for Amanda Brownies business. Analysis tools in data processing used in this study are the IFE and EFE Matrix, then developed using the IE Matrix and SWOT Matrix, and the determining priority strategies using QSPM analysis tools. Based on the calculation of QSPM analysis, the priority of Amanda Brownies strategy is to improve sales targets by utilizing the tastes of the people of Jember, who have the potential to increase the development of Amanda Brownies with a total attraction score (TAS) of 6,9983

Key word : *Strategy, SWOT Matrix, QSPM Matrix*