

# **MARKETING STRATEGY IN 46 BAKERY**

## **JEMBER REGENCY**

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### **ABSTRACT**

*Toko Roti 46 was founded in 1970 by Mr. Edy Gunawan as a bakery with ancient recipes passed down from his mother. Toko Roti 46 strives to increase the sales volume of bread and increase the number of customers. The increase in sales of bakery products at 46 Bakery Jember is inseparable from the marketing activities of these bakery products. Moreover, currently there are many other bakery businesses in Jember Regency which provide different flavors and different price levels. The aims of the study were to (1) identify and analyze internal factors (strengths and weaknesses) and external factors (opportunities and threats) in marketing strategies, (2) analyze and formulate alternative marketing strategies, (3) formulate and determine marketing strategy priorities in bakery 46 Jember District. The method used in this research is descriptive quantitative. The data processing and analysis methods used are IFE matrix, EFE matrix, IE matrix, SWOT analysis and QSPM analysis. The results of data collection authors use interviews and documentation. The results of this research show that the company is in cell V position in the IE matrix which is the maintenance and maintenance strategy stage. The results of the SWOT analysis obtained seven alternative strategies, with the main strategy of adding a special workforce for promotion and distribution, as well as distribution coverage to face competitors with similar products with a score of 6.90. The main strategy is obtained from the QSPM analysis method.*

*Keywords: Marketing strategy, SWOT, QSPM, Bakery*