Marketing Strategy for Cassava Chips
Cutella Presto at UD. BIMA
Jember Regency
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ABSTRACT

UD. Bima is one of the cassava chips industries in Jember which was founded in 2015. UD cassava chips business. Bima experienced unstable sales due to promotions carried out by UD. Bima is still not optimal. This research aims to (1) Identify and analyze what factors are the strengths, weaknesses, opportunities and threats in the marketing strategy for Cutella Presto cassava chips at UD. Bima, Jember Regency. (2) Formulate alternative marketing strategies for Cutella Presto cassava chips at UD. Bima Jember Regency (3) Determine and explain the priority marketing strategy for Cutella Presto cassava chips at UD. Bima, Jember Regency. The method used in this research is quantitative descriptive. The data processing and analysis methods used are the IFE, EFE, IE matrices, SWOT analysis and QSPM. The research results showed that UD. Bima is in cell IV, namely in the position of growth and development. The results of the SWOT analysis obtained nine alternative strategies, with the main strategy obtained from the QSPM analysis method, namely increasing the budget and workforce specifically for promotions to take advantage of the rapid development of information technology with a score of 5.390.

Keywords: Marketing Strategy, Cassava Chips, SWOT, QSPM