

***ANALYSIS OF COFFEE SHOP MARKETING STRATEGY CANGKRUAN  
CAK NDHOET BY USING THE METHOD QUANTITATIVE STRATEGIC  
PLANNING MATRIX***

*(Andi M. Ismail, S.ST., M.Si. As Supervisor)*

**Angelyna Nindy Claudia**

*Agroindustry Management Study Program*

*Departement of Agribusiness Management*

***ABSTRACT***

*Cangkruan Cak Ndhoe Coffee Shop is a coffee shop that offers a variety of beverages and snacks. The objectives of this study are: (1) to analyze the internal and external factors that constitute the strengths, weaknesses, opportunities, and threats in the marketing strategy of Cangkruan Cak Ndhoe Coffee Shop, (2) to formulate alternative marketing strategies for Cangkruan Cak Ndhoe Coffee Shop, (3) to determine priorities in the marketing of Cangkruan Cak Ndhoe Coffee Shop. The research methods used include IFE and EFE analysis, IE analysis, SWOT analysis, and QSPM analysis. Based on the IE (Internal-External) analysis, Cak Ndhoe's Cangkruan Coffee Shop is in cell IV, with an IFE matrix weight of 3.175 and an EFE matrix weight of 2.750. In the SWOT analysis, there are eight alternative strategies that can be applied at Cangkruan Cak Ndhoe Coffee Shop, and the QSPM analysis has the highest value, which is to add directional signs at every point to make it easier for consumers to reach the location, taking advantage of the surrounding environment dominated by students and workers who follow a coffee-drinking lifestyle, with a TAS score of 7.064.*

***Keywords:*** *Strategy Analysis, Marketing Strategy, Coffee Shop, SWOT, QSPM.*