

ABSTRACT

BUSINESS DEVELOPMENT STRATEGY QUANTITATIVE STRATEGIC PLANNING MATRIX (QSPM) (Study on Waleu Kaos Lampung)

By

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The objective of this research was to formulate a strategy in business development Waleu Kaos Lampung in Bandar Lampung using Quantitative Strategic Planning Matrix (QSPM). Quantitative Strategic Planning Matrix (QSPM) is a technique that objectively can define alternative strategies of several alternative strategies generated from the IE Matrix and SWOT matrix based on the key factors internal and external.

The approach in this research using descriptive research methods (descriptive methods). The results indicate that there are some internal and external factors that can be impellers and obstacle in an effort to improve business Waleu Kaos Lampung. After assessing used QSPM generated that Intensive strategy (penetrate of market, market development, product development)

Keywords: Business Development Strategy, Quantitative Strategic Planning Matrix (QSPM)