

# **Marketing Strategy for Iniceker Malang Small, Micro, and Medium Enterprises (MSMEs) with SWOT Method and Quantitative Strategic Planning Matrix (QSPM)**

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## **Abstract**

Marketing strategy is an effort to ensure that a product or service produced by producers can be recognized and consumed by the wider community. Therefore, an optimal marketing strategy is needed to support this.

Iniceker MSME is engaged in food and beverages, and the products marketed are chicken feet or commonly known as claws. MSME located in Malang City. In their business processes, MSMEs face problems related to marketing.

The purpose of this research is to determine the marketing strategy that will be implemented in MSMEs. Marketing strategies are needed for the sustainability of MSMEs during the pandemic and after the pandemic. The research will be conducted using SWOT and QSPM matrix. Alternative strategies obtained from the implementation of this research are market development and product development. This alternative strategy is chosen based on the identification process that has been carried out. It is hoped that with the optimal alternative strategy, MSMEs can be able to run and expand their business.

**Keywords:** Iniceker MSME, marketing strategy, IFE and EFE matrix, SWOT matrix, QSPM matrix