

ABSTRACT

Boba drink is one of the beverage business sectors that first developed in Taiwan in 1980, named zhen zhu nai cha. The development of boba drinks has transformed into a lifestyle in Indonesia, thus creating a business opportunity. Massive business development has led to very tight competition, so a proper business strategy planning is needed in accordance with the conditions of the business unit. Business strategy analysis can affect the development of business units at this time and in the future. The designed strategy will make business units better prepared to face changes and challenges by optimizing internal factors to reduce constraints from external factors, maximizing strengths, minimizing weaknesses, reducing threats and maximizing opportunities. The Think Top Drink shop is one of the contemporary boba milk tea shops located in Tangerang Regency. The influence of the importance of business strategy in achieving the goal of winning the competition and business development for Think Top Drink shops, but the absence of a business strategy plan is one of the obstacles in business development. The purpose of this study is to plan a strategy using SWOT analysis which will issue an output in the form of strategies that will be calculated alternatively in the QSPM matrix based on key factors, namely the weights on the EFE matrix, IFE, Attractiveness Score (AS), Total Attractiveness Score. (TAS) which will generate business strategy priorities based on the value of TAS. By considering the condition of the internal and external business units as well as the current conditions identified in the internal-external (IE) matrix. The results from the EFE matrix produce a final value of 3.35 and the IFE matrix produces a value of 2.03, the total value in the EFE and IFE matrix will be entered into the IE matrix which results that the Think Top Drink shop is included in quadrant II grow and build after that it will design a strategy based on conditions in the IE matrix using the SWOT matrix and the QSPM matrix.

Keywords : *Shop Think Top Drink, SWOT,QSPM,EFE, IFE*