Abstract

This study aims to describe the implementation of the marketing mix and formulate a development strategy for Mr. Madjid Dilo's goat milk business in Molosipat Village, Sipatana District, Gorontalo City. The study used a qualitative approach with a case study. Informants consisted of one business owner, one employee, and five consumers selected using purposive sampling. Data were collected through observation and interviews. The study used a qualitative approach with a case study. Informants consisted of one business owner, one employee, and five consumers selected using purposive sampling. Data were collected through observation, interviews, documentation, and questionnaires. Then, they were analyzed using the Miles, Huberman, and Saldana models, as well as SWOT, IFE, and EFE analyses. The results showed that the marketing mix implementation has been quite successful in terms of product, price, distribution, and promotion. Goat milk products are of good quality, hygienically processed, and provide health benefits to consumers. The IFE Matrix value was 3.55 and the EFE Matrix value was 3.40. The SWOT diagram indicates the business's position in Quadrant I (Growth-Oriented Strategy), so the recommended strategies are maintaining product quality, developing packaging innovations, optimizing digital promotions, expanding marketing reach, and increasing production capacity.

Keywords: *marketing mix, SWOT, IFE, EFE, business development strategy.*