This purpose of this study was to identify business strategies used by PT.Ayam Goreng Fatmawati Indonesia, to identify strategic factors which affected company business as well as to analyze company responses to the strategic factors for recommending some business strategies that are perceived by management to be attractive and suitable to the company. Strategic tools which were used in this study were internal analysis matrix, external analysis matrix, internal factor evaluation matrix, external factor evaluation matrix, internal external matrix, SWOT matrix, and QSPM matrix. A survey approach and a purposive sampling respondent were chosen as a research methodology. A group of respondents were taken from internal company management and from external management. Total number of respondents was seven people which were four people from internal and the others were from external. Findings of this study showed that implicitly PT. Ayam Goreng Fatmawati Indonesia used marketing strategy for its corporate strategy. There were thirteen internal factors and eleven external factors that were assessed as strategic factors. The results also showed that the company responded to the strategic factors either internal or external at average level. That respond mapped the company to cell V (five) that were suggest company to take hold and maintain strategy which composed of penetrate strategy and product development strategy. To focused and sharpened the suggestion strategy, this study used matrix SWOT to make more alternatives strategy. There were fourteen strategies can be ranked by management to choose the suitable and attractive ones. QSPM matrix showed the three highest score strategy as follows company should launch outlet with fine dining concept, company should evaluate menus regularly, and company should do program which elaborate consumer’s emotional. The result suggested company to review and revise its missions as well as its purposes, and company should improve managerial capability of its management.