

**Puli Crackers Business Development Strategy at UD. Rajawali Geger District  
Madiun Regency**

Supervised by Dr. Dewi Kurniawati, S.Sos, M.Si

**Rahma Kurniawati**

Agroindustry Management Study Program  
Agribusiness Management Department

***ABSTRACT***

*UD. Rajawali as a company that produces Puli crackers which was pioneered by Hj. Rukmini since 2009. The business is located in Kranggan Village RT.03/RW.01, Geger District, Madiun Regency. UD. In order for Rajawali to continue to develop to achieve the vision or goals that have been set, it requires a business development strategy. The objectives of this study include: (1) controlling the strengths, weaknesses, opportunities and threats in the Puli cracker business at UD. Rajawali, (2) determine what strategies can be applied in developing the Puli cracker business at UD. Rajawali, (3) determine alternative strategies that become priorities for the development of the Puli cracker business at UD. eagle. This research is descriptive quantitative with data analysis technique using IFE Matrix, EFE Matrix, IE Matrix, SWOT Matrix, and QSPM Matrix. Based on the results of the IE Matrix, it shows that the company's position is in cell II where the right strategy is used, namely growing and developing through intensive strategies (market penetration, market development and product development) and integrative strategies (forward integration, backward integration, and horizontal integration). The results of the QSPM Matrix, from the seven alternative strategies that obtained the highest TAS score and became a priority strategy, called market networks by advertising and sharing with restaurants.*

***Key Words : Development Strategy, Puli Crackers, and QSPM***