

***Bread Marketing Strategy in the Hijrah Bread Business Unit
in Jember***

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ABSTRACT

This research is motivated by a business that processes the basic ingredients of wheat flour into a bread product. The prospect of the bread industry in Jember is quite profitable, this is inseparable from the increasing popularity of bread among the community and supported by people's income. This study aims to analyze the factors that are strengths, weaknesses, opportunities, and threats in the marketing strategy of bread products at the "Hijrah" Bread Business Unit in Jember. The data used are primary data and secondary data. The analytical technique used in this research is the SWOT analysis method and the QSPM analysis method. The result of this research is that the internal factor that is the main strength of the industry is that the product does not use preservatives, while the main weakness is that the company's management is still lacking. The external factor that becomes the industry's main opportunity is consumer loyalty, while the main threat is lifestyle changes.

Keywords :*Marketing strategy, Bakery business, SWOT, QSPM,*