

***Analysis of Business Development Strategies for Tempe Afandi UMKM in Rambipuji District, Jember Regency***

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**ABSTRACT**

*This study aims to determine the internal and external factors that influencing the development of the Tempe Afandi MSME business in the District Rambipuji Jember Regency. This study aims to determine the factors internal and external factors that influence MSME business development Tempeh Afandi. The research methodology used is descriptive quantitative approach because it aims to analyze the data in a way describe or illustrate the influence of both the internal business environment as well as externally as well as determine a business development strategy that can applied with a SWOT analysis. The results of this study show from the analysis internal environment using the IFAS matrix, the most strength factor (Strengths). influential is the price of affordable products has a weighted score of 0.130, and The most influential weakness factor is the form of packaging simple yet no brand has a weighted score of 0.118. While on the results external environment through the EFAS matrix, factor opportunities (Opportunities) that The most influential product is a product that has regular customers and has a score weighted 0.117 and the most influential Threats factor for unstable market conditions has a weighted score of 0.085.*

**Keywords :** *Development Strategy, Tempe, SWOT, Rambipuji*