

The Development Strategy Red Onion Cookies “Wong Bayu” For The Production Of UD. Maju Bersama In The District Bagor, Nganjuk

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ABSTRACT

UD. Maju Bersama is a company industrion engaged in the processing of red onion cookies. These efforts have been standing since 2013, but until now has not shown the progress of his efforts to the maximum. With this condition then it needs to be done, so that the development of this business can continue and survive in the competition. This research aims to 1) explains whar the external factors (opportunities and threats) and internal (strenghts and weaknesses), 2) know the proper strategies in business development at the UD. Maju Bersama, 3) determining priorities business development strategy at the UD. Maju Bersama. Data analysis and processing methods used is the SWOT analysis, which includes the IFE, EFE matrices ,IE, and SWOT matrices, as well as the determination of priority strategies using QSPM analysis. The results of the SWOT analysis show that the company is in cell IV and the based on the results of the calculation of the QSPM analysis is a priority strategy effort at the UD. Maju Bersama is Increase promotional activities with the TAS score 7,48.

Keyword : Strategy, Business Development, Red Onion Cookies, SWOT, QSPM