

***Marketing Strategy of Bread Production of PT. Anita Family Bakery
Sumenep Regency.***

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ABSTRACT

Everyone, including SMEs are competing to come up with the best marketing plan to attract clients and increase sales. Business cake-making business is one of the food fields that utilizes wheat and bananas to process agricultural products. (1) To identify the variables internal (strengths and weaknesses) and external (opportunities and threats) variables affecting PT. affecting Anita Family Bakery. (2) to develop a marketing plan that PT. Anita Family Bakery can use to boost sales. (3) Knowing the main marketing priorities that must be followed so that Anita's business Family Bakery business remains competitive. This research uses a descriptive research method with a quantitative approach. descriptive research method with a quantitative approach. Data collection techniques carried out in this study are preliminary observation or observation, interviews, and documentation. The analysis techniques used are the input stage (input stage, matching stage to formulate alternative strategies, and decision stage to prioritize strategies. strategies, and the decision stage to determine strategy priorities.

Keywords: *Marketing Strategy, Bread, SWOT Analysis, QSPM.*