

***Casim Coffee Business Development Strategy in Karangpring Village,
Sukorambi District, Jember Regency***

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ABSTRACT

Casim Coffee business is one of the coffee processing micro businesses in Jember Regency, which requires business development. The objectives of this study are: (1) Identify and analyze what internal and external factors affect strengths, weaknesses, opportunities and threats in Casim Coffee business development strategy in Karangpring Village, Sukorambi District, Jember Regency (2) Formulate alternative Casim Coffee business development strategies in Karangpring Village, Sukorambi District, Jember Regency (3) Determine which strategy priorities can be applied in Casim Coffee business development strategy In Karangpring Village, Sukorambi District, Jember Regency. This study used IFE marix analysis, EFE matrix, SWOT Matrix, and QSPM Matrix. The results of the IFE Matrix obtained a total score of 2,882 while the EFE obtained a score of 2,760. The results of the IE Matrix show the company is in cell V, that is, maintaining and maintaining. Based on the results of the SWOT Matrix analysis, there are 10 alternative business development strategies. The results of the QSPM Matrix analysis resulted in strategic priorities, namely actively participating in MSME (Micro, Small and Medium Enterprises) bazaar events so that products are better known to overcome the market that is not yet wide in the local area with the highest attractiveness value of 6,917.

Keywords: *Business Development Strategy, Coffee, SWOT, QSPM*