

**STRATEGY FOR DEVELOPMENT OF TEMPE CHIPS BUSINESS  
“PUTRA TANJUNG” IN PRAMBON DISTRICT, NGANJUK REGENCY**

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***ABSTRACT***

*Putra Tanjung is a home industry scale business engaged in processing tempe chips. Putra Tanjung tempe chips business was established in 2014 and started from a small production scale with minimal capital. The objectives of the research are: (1). Identify and analyze internal and external factors in Putra Tanjung Tempe Chips Business. (2). Formulate alternative business development strategies in the Tempe chips business in the Typical “Putra Tanjung” Home Industry of Nganjuk Regency. (3). Knowing and determining the right strategy priorities to be applied to the Tempe Chips Business in the Typical “Putra Tanjung” Home Industry of Nganjuk Regency. The analytical methods and tools used in this research are IFE and EFE matrix as input stage, IE matrix and SWOT Matrix as matching stage, and strategy determination using Quantitative Strategic Planning Matrix (QSPM). Based on the result of the calculation of the QSPM analysis, the development strategy priority for Putra Tanjung Tempe Chips is take advantage of product identity to attract consumers with a strong and unique branding concept with a TAS value of 6,9530.*

*Keywords : Tempe Chips, Bussines Development Strategy, IFE, EFE, IE, SWOT, QSPM*