

***Business Development Strategy for Apen Dhulit UMKM in Kalianget District  
Sumenep Regency***

**Nurul Huda**

*Agroindustry Management Study Program  
Department of Agribusiness Management*

***ABSTRACT***

*UMKM Apen Dhulit is an industrial business that is engaged in the processing of traditional cakes. This business was since in 2010, but until it has not shown maximum business development. Under these conditions, it is necessary to develop the business so that the business can continue to be sustainable and survive amid competition. This study aims to: (1) Analyze what factors are the strengths, weaknesses, opportunities, and threats in the development of the Apen Dhulit MSME business in Kalianget District, Sumenep Regency, (2) determine an alternative business development strategy that can be applied to the Apen Dhulit MSME business in Kalianget District, Sumenep Regency. The management and analysis methods used are IFE, EFE, and IE analysis, which are then developed using SWOT analysis. The results of this study show that from the analysis of the internal environment using the IFE matrix, the most influential strengths (Strengths) are sales/resellers with a weighted score of 0.109, and the most influential weaknesses (Weaknesses) are financial forms that are not properly recorded with a weighted score of 0.111. While on the results of the external environment through the EFE matrix, the most influential Opportunities are having good relations with suppliers and getting business support from the government which has a weighted score of 0.119 and the Threats factor has the most influence on competitor has a weighted score of 0.111.*

***Keywords*** : *Development Strategy, Apen Dhulit, SWOT.*