

**SWEET BREAD BUSINESS DEVELOPMENT STRATEGY IN  
"99 BAKERY" IN SUKORAMBI DISTRICT, JEMBER DISTRICT**

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***ABSTRACT***

This study aims to determine the right business development strategy for the "99 Bakery" business in Sukorambi District, Jember Regency and to determine the factors that become strengths, weaknesses, opportunities, and threats. Data was collected by observation and direct interviews. The method used was analysis of internal and external factors of the company and continued using the SWOT and QSPM analysis. The results of the analysis of the IFE matrix with a value of 2.66 and the EFE matrix with a value of 2.96. The results of the SWOT matrix analysis obtained alternative strategies, namely increasing production quality and maintaining higher selling prices for bread, providing adequate facilities and infrastructure for production activities to continue so that product quality can be maintained and increasing market demand, looking for alternative suppliers to find material prices. the best raw materials, utilizing government support in order to provide capital to expand production sites, increase the use of promotional media for sales, and improve production management for production cost efficiency. Based on the results of the QSPM analysis, the priority for the "99 Bakery" business development strategy is to improve production quality and maintain selling prices so that the demand for bread is higher with a TAS value of 4.84.

**Keywords :** Development Strategy, IFE, EFE, SWOT, QSPM.