

***Tofu Business Development Strategy at UD Saudara Jaya Patrang District,  
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***ABSTRACT***

*UD saudara jaya is an industrial business engaged in processing tofu. This business was established in 1992, but currently has not shown maximum business progress. With this condition, it is necessary to develop the business so that its development can continue and survive in the midst of competition. This study aims to 1) explain what are the external factors (opportunities and threats), 2) find out the right strategy in business development at UD Saudara Jaya, 3) determine the priority of business development strategies at UD Saudara Jaya, the data processing and analysis method used is SWOT analysis which includes, IFE, EFE, san IE matrix, further developed with a SWOT matrix, and determination of priority strategies using QSPM analysis. Based on the results of the QSPM analysis calculation, the priority strategy at UD Saudara Jaya is to maintain affordable prices in order to maintain customer loyalty with a TAS score of 6.66.*

***Key Words:*** *strategy, development, tofu, SWOT, QSPM*