

**DEVELOPMENT STRATEGY OF BARABIR CHIPS AT DUA KELINCI
BUSINESS NOGOSARI VILLAGE RAMBIPUJI DISTRICT JEMBER
REGENCY**

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ABSTRACT

Dua Kelinci Business is a barabir chips producer having big production capacity but the management is not maximal therefore the right strategy is needed to help Dua Kelinci business develop its business at many aspects. This research was aimed to know the internal and external factors of the company can be used as strengths and opportunities in competing and also minimize the weaknesses and avoid the threats. Analysis tools used in this research were IFE and EFE Matrix, IE Matrix, SWOT Matrix as alternative strategy, and priority strategies determination using QSPM (*Strategic Planning Matriks*). The result of IFE Matrix calculation is in the amount of 2,81 and EFE Matrix is in the amount of 2,65. The company position at IE Matrix is in the 5 quadrant, which are defense and maintain strategies. Based on QSPM Analysis the priority strategy with the highest TAS score 5,05 is maintaining the good relationship with supplier so that the raw material is easy to get and the raw material availability can be fulfilled.

Key Words: Strategy, Development, SWOT, QSPM.