

***BUSINESS DEVELOPMENT STRATEGIES FOR LAYING DUCKS  
IN UD. SERIBU PANCORAN VILLAGE PANCORAN SUB DISTRICT  
BONDOWOSO DISTRICT***

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***ABSTRACT***

*UD. Ribu is a poultry producer company with an agro-industry background, this company was established in 2018. The products produced are laying ducks, UD. Ribu has a market share in several regions in Indonesia and to maintain consumer loyalty UD. Ribu always maintains the quality of the products produced but the products produced by the company still cannot meet consumer demand due to the limited amount of production. UD. Ribu must increase production capacity in order to meet consumer demand. This research aims to find out what internal and external factors are appropriate for business development UD. Ribu and to find out the right priority strategy to be applied to UD. Ribu. The methods and analytical 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 results of the QSPM analysis calculation, the priority development strategy at UD. Ribu is to establish cooperation through a partnership pattern between breeders and the private sector with a TAS value of 6.53.*

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