

***Warung Pedesan Business Development Strategy
In Summersari District Jember Regency***
Supervisor: Dr. Tanti Kustiari, S.Sos., M.Si

Farah Dinafa Agustien
*Study Program of Agroindustry Management
Majoring of Agribusiness Management*

ABSTRACT

Warung Pedesan is one of the restaurants in Jember Regency that sells various processed foods with spicy flavors that require business development. The research objectives are: (1) Identify the strengths, weaknesses, opportunities, and threats in the business development strategy of Warung Pedesan in Summersari District, Jember Regency, (2) Formulate and analyze alternative strategies that are appropriate in the business development strategy of Warung Pedesan in Summersari District, Jember Regency, (3) Determine the priority of the right strategy to be applied in the business development strategy of Warung Pedesan in Summersari District, Jember Regency. This research uses SWOT matrix analysis method, and QSPM matrix. Based on SWOT analysis, 14 alternative business development strategies were obtained. The alternative strategies obtained were then analyzed with QSPM which resulted in the priority strategy of maintaining affordable product selling prices with easily available raw materials to increase consumer purchasing power from within and outside Jember with demand and broad market segmentation by utilizing the development of information technology with the highest attractiveness value of 5.571.

Keywords: Business, Development Strategy, Warung Pedesan, SWOT, QSPM