

**TORN BREAD BUSINESS DEVELOPMENT STRATEGY AT UD MBO
BAKERY IN TANGGUL DISTRICT, JEMBER REGENCY**

Frissa Amanda Dewi Yunia Christy
Agroindustry Management Study Program
Department of Agribusiness Management

ABSTRACT

UD MBO Bakery is a company engaged in the food sector, namely bread, one of which is torn bread, which was founded in 2005. UD MBO Bakery experienced a significant decline in 2021 by producing approximately 102,800 pcs of products due to COVID-19. This research aims to find out what internal and external factors are appropriate for the development of UD MBO Bakery's business. The methods and analysis tools used in this study are the IFE and EFE Matrix as the input stage, the IE Matrix and the SWOT Matrix (Strength, Weaknesses, Opportunities, Threats) as the matching stage, and the strategy determinant using the Quantitative Strategic Planning Matrix (QSPM). Based on the results of the QSPM analysis, the priority of the development strategy at UD MBO Bakery is to establish cooperation through a partnership pattern between the company and the private sector concerned with a TAS value of 6.89.

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