

***Business Development Strategy for the Tofu Agroindustry at UD Yulianis,
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ABSTRACT

UD Yulianis is a business engaged in tofu production, facing the primary challenge of maintaining competitiveness amidst the increasingly tight competition in the food industry. This study aims to analyze business development strategies using the SWOT approach and the QSPM matrix to formulate priority strategies applicable to the company. The methodology includes an analysis of internal and external factors, as well as strategy mapping based on the IFE, EFE, IE, and SWOT matrices to generate strategic alternatives, which are then prioritized using the QSPM matrix. The results indicate that three main strategies should be implemented by UD Yulianis: strengthening brand identity through halal/organic certification, enhancing workforce competency in digital marketing, and optimizing competitive pricing while highlighting product quality. By implementing these strategies, UD Yulianis is expected to improve its competitive edge, expand its market reach, and reinforce its business sustainability in the tofu industry.

Keywords: UD Yulianis, business strategy, SWOT, QSPM, competitiveness, tofu industry.