

***Strategy of Banana Bombong Business Development at PT Inees Queens
Efloresen in Summersari District, Jember Regency***

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ABSTRACT

The purpose of this study is to identify the most appropriate strategy in developing the business of PT Inees Queens Efloresen located in summersari District, Jember Regency. This study aims to analyze internal and external factor, namely strengths, weaknesses, opportunities, and threats. The data analysis used as a reference is the IFE, EFE, IE, SWOT, and QSPM matrices. The result of the IFE matrix is 2,97, while for the EFE matrix 2.80. Based on the results of the IE matrix, the postion of the company PT Inees Queens Efloresen is located in quadrant V which shows that the company's location is in the most suitable strategy in this situation is the strategy of maintaining and defending. Based on the results of the SWOT matrix analysis, there are 6 strategies divided into two SO strategies, two WO strategies, one ST strategy and one WT strategy. The results of the QSPM analysis show that the main priority strategy is to utilize social media and provide many variants at affordable prices so that market demand is stable with a TAS score of 6.31.

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