

***Product Development Strategy for Dimsum at
UD Inarta Berhasil in Panti, Jember***
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ABSTRACT

The increasing competition in the culinary industry demands business players to continuously innovate and enhance their competitiveness. The intense rivalry in the culinary business pushes entrepreneurs to seek uniqueness in their products and development strategies in order to attract consumers and maintain their loyalty. However, limited development strategies and a lack of workforce in the marketing sector affect the effectiveness of dim sum product sales. This study aims to analyze the factors that represent the Strengths, Weaknesses, Opportunities, and Threats (SWOT) in the product development strategy of dim sum at UD Inarta Berhasil, located in Panti, Jember. It also aims to formulate and explain alternative development strategies at UD Inarta Berhasil, and to determine and explain the priority development strategies at the same business. The results of the SWOT analysis in this study include: Utilizing competitive pricing and product quality by using high-protein, quality chicken fillet as raw material to maintain taste consistency; Taking advantage of the still limited number of competitors to increase customer demand and expand business partnerships; Implementing marketing strategies to appeal to buyers preferences and influence the economic patterns within the dim sum business; Advancing technology to handle the rising demand for product orders and reduce inefficiencies in production; Seeking alternative suppliers to meet raw material needs and reduce fluctuations in raw material availability; Promoting products to attract customers and gain new business partners.

Key words: business development strategy, IFE, EFE, and SWOT analysis