

# **Strategies of Business Development for Susu Kedelai Madu (SKM) in Summersari District Jember**

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## **ABSTRACT**

*This thesis entitled “Strategies of Business Development for Susu Kedelai Madu (SKM) in Summersari Subdistrict Jember”. The purpose of this study was to formulate strategies alternatives that can be use by SKM businesses to develop their business. In this study there were 2 experts involved to analyze internal and external factors also used consumer respondents as many 30 people who were intended for expert consideration in answered questions. The instrument used in the form of a closed questionnaire and in this study the method used to take samples was non-probability sample with incidental sample techniques. The analytical tool used in this study was SWOT to formulate strategies alternatives and QSPM to determine the priority of strategies chosen by experts. The results of the calculation of IFE (Internal Factor Evaluation) matrix were 3.018 and the EFE matrix (External Factor Evaluation) was 2.163. The position of the company's on the IE matrix (Internal - External) was in column 4 with a stability strategies, the company does not need to change the existed strategy. And from the calculation of the QSPM matrix the priority of the strategy that chosen was to maintain the selling price.*

**Keywords :** *Strategies, Business, Development , SWOT,IE,QSPM*