

## **BUSINESS DEVELOPMENT AT UD. ELZA PUTRA DISTRICT JEMBER**

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### **ABSTRACT**

*UD. Elza Putra is an industry engaged in food retailing which has been experiencing difficulties in their business development process due to the tightness of the competition in the industry, which today is increasingly complex in gaining market so requires the company to create the concept of business development strategies as appropriate, to encourage the industry to grow and thrive. This study aims to determine (1) What are the strengths, weaknesses, opportunities, and threats for UD. Elza Putra in Jember (2) How to position the business unit at UD. Elza Putra Jember (3) whether the chosen strategy and fit well in business development at UD. Elza Putra Jember.*

*Data processing and analysis methods used is SWOT analysis, which includes IFAS, EFAS then developed using SWOT Diagram, Analysis of I-E Matrix, matrix relative competitive position, SWOT Matrix, and the latter method is using the BCG analysis, which is used to determine the position of business unit UD. Elza Putra. Based on the results of SWOT analysis, UD. Elza Putra is in quadrant I which shows that the main strategy used is to support aggressive growth policies (Growth Oriented Strategy) while based on the results of the analysis of BCG, UD. Elza Putra is in quadrant III, cash cow / dairy cows.*

**Keywords:** *Strategy, Development, SWOT, BCG*