

**ABI MUNTAHA CASSAVA CHIPS BUSINESS DEVELOPMENT STRATEGY AT
SILO URBAN VILLAGE SILO SUB-DISTRICT, JEMBER**

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ABSTRACT

Abi Muntaha Cassava Chips business is a agroindustry business situated in Sumber Pakem Village, RT 001/RW.018, Silo Village, Silo Sub-district, Jember Regency. This business is able to produce 3 times in a week with 4 quintal production capacity producing 160 kilograms of cassava chips or 800 packages 200 grams for each package. This business development potency is limited by several problems. The approach used to give the recommendation of business development done through SWOT and QSPM Analysis. QSPM analysis result obtained 6 alternative strategies can be applied by the company, they are: raw material availability with quality selection. Utilizing product superiority. Utilizing government support. Maintaining product superiority. Fixing company management to compete. Fixing financial management. The result obtained with the highest score is on the maintaining product superiority alternative without reducing product quality so that the company can compete with 4,91 score. So that can be concluded that as the priority that can be applied in Abi Muntaha Cassava Chips.

Key Words: Development Strategy, Cassava Chips Production, SWOT, and QSPM