

The Strategy Development Analysis Of Suwar-Suwir In Suwar-Suwir Doho Jember

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ABSTRACT

Suwar-Suwir Doho is a business engaged in the food processing agroindustry of suwar-suwir. This business standing since 1974 and is a hereditary business. But in fact, this business hasn't shown business development. This study aims to (1) Identifying factors affecting development business as such strenght, weakness, opportunity, and threath in Suwar-Suwir Doho business; (2) Knowing that the appropriate alternative strategy are applied in business development of suwar-suwir in Suwar-Suwir Doho; and (3) Knowing the strategic priorities of business development of suwar-suwir in Suwar-Suwir Doho.

The data processing and data analysis method used is SWOT Analysis, such as EFE, IFE, I-E Matriks and SWOT Matriks, and determine strategic prioritieess use QSPM Analysis. Based on SWOT Analysis dan QSPM it's got one alternative become sttategic priorities is a creates more packaging to keep our product alive longer and to attract interest in buying costumers with TAS score 5,41.

Keywords : *Starategy, Business Development, SWOT, QSPM*