

ABSTRACT

As one of the companies doing business in the agribusiness industry sector, CV. Sanggabuana Cipta Aroma faces competition from small to large scale companies and increases the productivity of fragrant lemongrass plants. Increasing world market demand for fragrant lemongrass needs a great opportunity for companies to meet these needs.

The purpose of this research is to formulate and choose the right strategic planning to develop agribusiness from CV. Sanggabuana Cipta Aroma and determine the priority of the company's development strategy that can be applied by the company using the QSPM method.

This study uses the QSPM method in which the process begins with an analysis of internal factors and external factors relating to the lemongrass business process run by CV. Sanggabuana Cipta Aroma and later will find out IE Matrix. The analysis was carried out to determine the strengths, weaknesses, opportunities and threats possessed by CV. Sanggabuana Cipta Aroma. This QSPM method is to get the best alternative strategies that can be recommended for companies in developing business

Data obtained from 3 informants who are expert parties directly involved in business processes from upstream to downstream. The results of this study find out the best alternative strategies obtained from the SWOT formula, namely the company must establish a partnership program with other parties in order to increase production capacity.

The contribution of researchers in the following research is to observe and search various data to be analyzed in formulating SWOT, in which the SWOT formula can be weighted in the QSPM matrix in determining the best alternative strategies that can be recommended for the company's business development.

Keywords: Business Development, strategic manajemen, IFE, EFE, IE Matrix, QSPM