

## **ABSTRACT**

*In the business world, internal and external factors are very challenging. Therefore, business development by using strategies prepared for internal and external factors of a business in order to survive and compete. Business development is important for businesses to always survive and compete with their competitors.*

*This research was conducted to find out the business conditions of Marco Shoes and how the Strategy was carried out by Marco Shoes. This study uses qualitative methods with SWOT analysis to analyze the internal and external environment of Marco Shoes in developing the business.*

*Based on the results of IFAS and EFAS analysis. Marco Shoes has an IFAS value that analyzes the strengths and weaknesses of 3.55. Because the total score above 2.5 means this identifies a strong internal position. Whereas the EFAS value that analyzes opportunity and threat factors has a total score of 3.18 because the total score approaching 4.0 means that the company has responded to the opportunities that exist well to avoid threats in the industrial market.*

***Keywords: SWOT Analysis, Business Development, Internal and External Factors***