

ABSTRACT

Josh Gandos Bakery is a business engaged in the bakery industry that sells various types of traditional bread and cakes domiciled in Karawang. This study aims to formulate a new business development strategy for Josh Gandos Bakery by conducting a business strategy analysis using a SWOT analysis approach. The current business competition makes Josh Gandos Bakery have to make a strategy to develop its business, especially in the current digitalization era.

The type of research used is descriptive qualitative research, where data is obtained through interviews and documentation. Determination of the sources using purposive sampling technique and testing the validity of the data is done by using triangulation of sources. Explanation of the analysis of the internal environment using the analysis of existing sections or departments at Josh Gandos Bakery, namely, marketing, finance, production, human resources and management information systems. For the analysis of the external environment, Josh Gandos Bakery uses the Porter Five Force theory. Furthermore, it is analyzed using a SWOT matrix which will later produce the formulation of several alternative strategies for Josh Gandos Bakery.

After conducting the analysis, the researcher formulates a business development strategy based on Porter's generic strategy. From the research results, it can be concluded that the most appropriate business development strategy for Josh Gandos Bakery is low cost leadership strategy and differentiation.

Keywords: *SWOT analysis, SWOT matrix, business development strategy, porter five forces models*