

ABSTRACT

Ayam Geprek Beuh is an MSME engaged in the culinary industry and sells geprek chicken products located at SMA Negeri 20 Bandung. In this study, there are several root problems that cause sales not to reach predetermined targets. The root of the chosen problem is the absence of a business development strategy applied to Ayam Geprek Beuh MSMEs. In designing proposed business development strategies, Ayam Geprek Beuh MSMEs use the SWOT method (Strength, Weakness, Opportunities and Threats) and the QSPM (Quantitative Strategic Planning Matrix) method. The SWOT method is used to create alternative strategies, which need to analyze the company's internal and external factors using the IFE (Internal Factor Evaluation) matrix, EFE (External Factor Evaluation) which aims to formulate the right strategy in the company and the IE (Internal-External) matrix which aims to see the company's position which quadrant is located in which quadrant in the matrix. Furthermore, an analysis was carried out using the SWOT matrix which aims to create a strategy by maintaining strengths and utilizing opportunities, as well as reducing weaknesses and avoiding threats and finally using the QSPM method to sort the best strategies that have been obtained previously and propose strategies using the highest TAS value to be implemented. The calculation results in IFE produce a value of 2.8182 and the calculation results in EFE produce a value of 3.5091. After obtaining the value of the results of IFE and EFE, then calculations are carried out using the IE matrix and there are results that the company is in quadrant II which means MSMEs are in a Growth position. Quadrant II denotes a strategy that concentrates through horizontal integration. After that, the formation of a proposal strategy using the SWOT matrix was carried out and 13 proposed strategies for MSMEs were obtained. After obtaining the previous 13 strategies, calculations were carried out using QSPM to rank the best strategies to be implemented by MSMEs.

Keywords – Geprek Chicken, IFE Matrix, EFE Matrix, IE Matrix, SWOT Method, QSPM Method