

ABSTRACT

The type of MSMEs that are experiencing rapid development are MSMEs in the food and beverage sector. MSMEs in the food and beverage sector are one of the businesses with a high level of resilience so they have promising opportunities. In 2020, food service businesses will dominate three times more than food manufacturing.

Payme Foods is an MSME from Bandung which operates in the culinary sector by selling fast food products in the form of dimsum. Payme Foods has been established since May 2020, even though it has been established for 3 years, Payme Foods of course still has many big challenges for its owners, such as limited human resources, marketing which is still passive, many MSMEs selling dim sum and bookkeeping of funds which is still manual so it is not easy. compete with competitors

This research aims to find out the business strategy needed by Payme Foods based on SWOT analysis. The variables in this research are SWOT, SWOT matrix. This research uses qualitative methods using data analysis techniques such as interviews, documentation and field notes.

After knowing the results of the SWOT analysis to identify strengths, opportunities, weaknesses and threats. Then continue with the SWOT matrix analysis and after that a new strategy is designed which will later become a reference for Payme Foods' business development strategy.

Payme Foods can implement the suggested generic competitive strategy by focusing on cost advantages by increasing production volumes efficiently to reduce production costs per unit, and maintaining high product quality at competitive costs. Also, focus on business differentiation by continuing to develop variations in taste and quality of dimsum products to differentiate themselves from competitors and attract consumer interest

Key Words: MSMEs, SWOT, Payme Foods

