

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in creating jobs and driving local economic growth. Selera Aceh, established in 2021 as a traditional Acehnese culinary business, initially operated under a franchise system and became independent in 2022. The emergence of new competitors in the culinary industry has reduced sales turnover and intensified market competition. However, significant opportunities and potential remain for business growth. This study aims to analyze internal and external factors and formulate suitable business development strategies. A qualitative method was applied through interviews with five informants (three internal, two external) and literature review. The analysis involved three stages: input stage (IFE and EFE Matrix), matching stage (SWOT and IE Matrix), and decision stage (QSPM Matrix). Results show an IFE score of 3.053 and EFE score of 2.550, placing Selera Aceh in quadrant IV (grow and build). The SWOT Matrix generated 12 alternative strategies grouped into market penetration, market development, and product development. QSPM prioritized market development (score 6.826), followed by market penetration and product development.

Keywords: *IFE Matrix, EFE Matrix, SWOT Matrix, IE Matrix, and QSPM.*