

ABSTRACT

This research aimed to identify the factors that influenced the performance of CV Aulia Insberk Pro (CV AIP) and formulate appropriate development strategies using the Quantitative Strategic Planning Matrix (QSPM) method. With an approach based on SWOT analysis and the evaluation of internal and external factors of the company, the research identified several factors affecting the performance of CV AIP, including strengths, weaknesses, opportunities, and threats. Based on this analysis, QSPM was used to evaluate and prioritize the most effective strategies for the company's development. The research findings showed that the main strategies proposed for CV AIP were: (1) Establishing a Service Level Agreement (SLA), (2) Developing product displays, (3) Maintaining good relationships with Bank BJB, and (4) Establishing partnerships with various collaborators. The implementation of these strategies was expected to significantly increase the company's profit, especially over a longer period. This research contributed to the development of company strategies through a structured approach based on objective data.

Keywords: Development Strategy, CV Aulia Insberk Pro, Quantitative Strategic Planning Matrix (QSPM), SWOT Analysis, Internal and External Factors, Bank BJB.