

ANALISIS STRATEGI PENGEMBANGAN USAHA FLORIST NAMIYAH GIFT'S DI KABUPATEN BENGKALIS DENGAN PENDEKATAN SWOT

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ABSTRACT

The increasing competition in the florist industry requires Micro, Small, and Medium Enterprises (MSMEs) to implement appropriate business development strategies to enhance their competitiveness and ensure business sustainability. This study aims to analyze the internal and external factors affecting Florist Namiyah Gift's in Bengkalis Regency and to formulate an appropriate business development strategy using the SWOT approach. This research employed a descriptive method with a qualitative approach.

Data were collected through observation, interviews, documentation, and literature review, and were analyzed using the Internal Factor Analysis Summary (IFAS), External Factor Analysis Summary (EFAS), SWOT Matrix, and Grand Strategy Matrix. The results revealed that the IFAS score was 3.94, consisting of strengths of 2.24 and weaknesses of 1.70, while the EFAS score was 3.60, consisting of opportunities of 2.02 and threats of 1.58.

These findings indicate that Florist Namiyah Gift's is positioned in Quadrant I (Growth Strategy), demonstrating strong internal capabilities and favorable external opportunities. Therefore, the recommended strategy is the SO strategy, which emphasizes product innovation, digital marketing enhancement, market expansion, and service quality improvement. These strategies are expected to strengthen the business competitiveness and support the sustainable growth of Florist Namiyah Gift's.

Keywords: *Business development strategy, SWOT analysis, IFAS, EFAS.*