

ABSTRACT

The city of Bireuen today has a lot of bakery shops that have been present, one of them Nidar Bakery that is in the Andalas Road is exactly located in district of Juang City district, which has begun to be visited by many customers. Therefore, this region is a very strategic place and suitable for developing a variety of industries including micro-scale industries such as Nidar Bakery. Based on the background that has been presented above, the researchers are interested in conducting research on how and whatever strategies can develop Nidar Bakery's business in increasing the interest and interest of consumers which are rapidly changing over time and how strategies are developing the Nidar bakery business in order to survive in the market competition which is today strict. The purpose of the research is to identify the strengths, weaknesses, opportunities and threats of Nidar Bakery, formulate the right strategy in developing Nidar bakery. Based on the identification of internal-external strategy factors, then the right strategy to develop UMKM Nidar Bakery is a strategy that utilizes the internal strengths of the company to take advantage of the external opportunities that exist, the strategy in this condition focuses on the SO strategy. (Strength Opportunities).

Keywords: agroindustry, SWOT analysis, internal factors, external factors