

ABSTRACT

CV. Cap Siwah is a home-based industry engaged in the production of soy sauce and has been operating since 1999 in Bireuen Regency, Aceh. This study aims to analyze the internal and external factors influencing the business and to formulate appropriate development strategies for CV. Cap Siwah. The methods used are SWOT analysis and the Quantitative Strategic Planning Matrix (QSPM). Based on the identification of internal strategic factors (strengths and weaknesses) and external factors (opportunities and threats), the most appropriate strategy for the development of the Cap Siwah soy sauce business is the SO (Strength–Opportunity) strategy. This strategy focuses on utilizing the company’s strengths to respond to and maximize existing opportunities. Based on the QSPM matrix analysis, three alternative development strategies were proposed, with the top priority being to build a brand that highlights the unique regional taste and consumer trust through halal certification, and promote the product through social media and e-commerce platforms to strengthen its market positioning both regionally and nationally. This strategy achieved the highest Total Attractiveness Score (TAS) of 6.30.

Keywords: cv. cap siwah , development strategy, soy sauce, swot, qspm