

## ABSTRACT

This research was conducted in Padang Tualang District, Langkat Regency, with the aim of formulating an appropriate development strategy for the cassava chips agroindustry, using a case study of the chip business owned by Mrs. Yuni. This agroindustry has been operating for 20 years and produces various types of snacks such as cassava chips, *rempeyek* (crispy peanut crackers), and *kue bawang* (savory onion cookies). The research method used is a qualitative approach with data collection techniques including observation, interviews, and documentation. Data were analyzed using SWOT analysis, followed by the Quantitative Strategic Planning Matrix (QSPM) method. The results of the SWOT analysis indicate that the main strengths of the business are its long-standing experience and consistent product quality. The weaknesses include limited promotional efforts and simple packaging design. Opportunities include having loyal customers, cooperation with resellers, and support from the government and technological developments. Based on the QSPM analysis, the recommended priority strategies are improving packaging quality, expanding promotions through social media, and establishing broader partnerships to expand the distribution network. By implementing these strategies consistently, Mrs. Yuni's chip business is expected to grow and compete sustainably in the market.

**Keywords:** Development Strategy, Agroindustry, SWOT, QSPM, Chips.