

## **ABSTRACT**

This study aims to analyze the development strategy of the home industry tofu business UD.Yani in Lubuk Pakam District, Deli Serdang Regency, North Sumatra. This business faces challenges such as declining production, intense market competition, fluctuation in raw material prices, and lack of product variation. The research method used is qualitative descriptive analysis with a SWOT approach to identify the strengths, weaknesses, opportunities, and threats faced by the business. Data were collected through interviews, observations, and documentation studies, then analyzed using IFE dan EFE Matrices as well as the SWOT Matrix to formulate business UD.Yani is positioned in quadrant I of the SWOT matrix (aggressive strategy), where the business has strong strengths and opportunities to leverage. Recommended strategies include optimizing marketing with affordable prices and efficient production processes, strengthening relationship with raw material suppliers, utilizing digital marketing technology, diversifying tofu product, improving financial management, and enhancing production kitchen cleanliness. The implementation of these strategies is expected to increase competitiveness and business sustainability of UD.Yani tofu home industry.

**Keywords:** Home industry, SWOT analysis, tofu, development.