

ABSTRACT

This study aims to identify internal and external *Factor* that influence the development of Delisha Bakery and Cake MSMEs in Gampong Alue Bilie, Darul Makmur District, Nagan Raya Regency, and to formulate development strategies that can be applied to Delisha Bakery and Cake MSMEs in Gampong Alue Bilie, Darul Makmur District, Nagan Raya Regency. The method used in this study is a qualitative approach with interview and direct observation techniques at the business location. The results show that Delisha Bakery and Cake SME has major *Strength* in the form of the business owner's experience, affordable product prices, and a strategic business location. However, this business also faces weaknesses, including inconsistent use of social media for promotion and limited capital. From the external analysis, there are opportunities that can be exploited, such as the easy availability of primary raw materials and the application of technology for production efficiency. On the other hand, the *Threat* faced include increases in raw material prices and the emergence of competitors with different products. Based on the SWOT analysis results, several development strategies have been formulated, including product innovation through the addition of new variants to increase consumer interest, and the provision of practical product packages (snack boxes/mini packages) at affordable prices according to consumer needs. This research is expected to contribute to the development of MSMEs in Nagan Raya and serve as a reference for.

Keywords: MSME, Delisha Bakery and Cake, Development Strategy, SWOT Analysis