

ABSTRACT

Sponge cake is a cake made from flour, sugar, and eggs. Sponge cake is often processed with various flavors, Sponge cake business is usually managed by small industries or household activity units, Sponge cake business owned by Mrs. Maryani or named Yuna Cake is a home industry business that has been established since 2003 until now, located in Parang Sikureung Village, production and sales of sponge cakes from year to year are more dominant in experiencing a decline in sales. The obstacles found in the sponge cake business cause a decline in sales, more so on external obstacles, because of the increasing number of humes and shop that produce sponge cakes. This study aims to identify what internal and external factors are faced by Yuna Cake in designing strategies to face business competition. And to determine the right strategy to be able to mske Yuna Cake superior to other business competition. The method used in this study uses SWOT analysis and QSPM analysis with data collection using observation, interview, and documentation techniques. The results of this study indicate that this business position is in a very profitable position because it has opportunities and strengths so that it can take advantage of existing opportunities. The QSPM analysis revealed that strategy 1 achieved the highest total score, with 5.18. Strat Strategy 1 leverages a well-known reputation and brand to promote its product to reach awider market (O4, S4)

Keywords: Sponge cake, SWOT Analysis, QSPM Analysis