

## ABSTRACT

Charisma Charita SMEs (Small and medium-sized enterprises) is a business that produces coffee husk product "cascara", which is located in Berawang Dewal Village, Jagot Jeget District, Central Aceh Regency. The production of cascara in Charisma Charita is still low because it is not widely known by the public and product innovation is still minimal, especially in terms of variants, packaging and size. In addition, the promotion is also not optimal so the revenue obtained is still low. This research aims to conduct benchmarking against similar competitors to find competitive advantages, then formulating development strategies using SWOT and QSPM analysis. The research method used in this study is a qualitative approach by processing data starting from the input stage, matching stage, and the decision stage. Based on the results of the IFE and EFE matrix analysis, it showed that Charisma Charita SMEs is in quadrant III position which focuses on the W-O (Weakness-Opportunity) strategy and resulting 6 alternative strategies. The results of the QSPM matrix showed that the highest priority strategy is to increase the variety of flavors by adding other suitable ingredients and adding a variety of shapes and packaging such as tea bags, tea sachets, and instant tea (bottles, cans, and boxes), to develop more innovative and diverse products by using assured raw materials with a TAS score of 4,14.

**Keywords:** benchmarking, cascara, development strategy, SWOT, QS