

## **ABSTRACT**

This research was conducted at the Coffee Shop Rofi Coffee company owned by Mr. Muhammad Yasir, located in Dewantara District, North Aceh Regency in May 2024. The Rofi Coffee café has fluctuating sales because there are many similar businesses near its headquarters, but the employees are not working. However, Rofi Coffee is still not getting enough promotion on social media. This research aims to formulate a development strategy that can be implemented by Rofi Coffee coffee shop company in Dewantara District, North Aceh Regency. The data analysis method uses SWOT analysis. The type of data in this research is qualitative data. The data sources of this research are primary data and secondary data. The result of this research shows that Café Rofi Coffee is in quadrant 1 of the aggressive strategy or SO strategy, with a strength and weakness value of 1.09 and opportunities and threats of 0.82, which represents and means a profitable situation that the Rofi Coffee coffee shop business has the power to capitalize on existing opportunities.

Keywords : Development strategy, SWOT analysis, Coffee Shop Rofi Coffee