

ABSTRACT

UD. Berkah Jaya is a bread making business in South Labuhanbatu Regency, specifically in Aek Batu Village, Torgamba District. This business started production in 2011 and is still active today. It is known that total production continues to increase every year, but there are also products that do not increase or even decrease. The obstacle felt with raw materials is prices which continue to increase. This makes it difficult for business owners to determine how their business can survive in the future. Almost all basic ingredients used in making bread have increased. Of all the ingredients that experienced the largest increase was sugar with an increase of IDR 160,000. This research aims to formulate strategies that can be applied in developing UD. Berkah Jaya Berkah Jaya in Torgamba District, South Labuhanbatu Regency. The type of data used in this research is qualitative data and the data analysis method used is SWOT. The conclusion in this research is that for UD. Berkah Jaya strategies that can be used are improving quality and production by investing new technology in the bread making process, creating new packaging with a halal logo and expanding marketing.

Keyword: Bread, Business, Production, Strategy for Developing, SWOT