

## STRATEGI PENGEMBANGAN USAHA KEMBANG GULA DI PT. XYZ

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Confectionary company PT. XYZ is a family company that was established in 1978, is located in Bogor, West Java. This thesis aims to find a better strategy for developing the confectionery business in the confectionery industry environmental conditions that are declining. The method used is by conducting interviews with the management of PT. XYZ. To get better strategy, the analysis of external environment and internal environment analysis and concluded by using IE Matrix.

The conclusion of this thesis is PT. XYZ uses strategy hold and maintain strategy, the strategy chosen strategy are product development and market penetration. For product development PT. XYZ will focus on a target market of children and adults with SES A-C, whereas the market penetration strategy, PT. XYZ will assign it to a new distributor with a market that is different from the existing distributor.