



PRODUCT BUSINESS DEVELOPMENT STRATEGY

ROTI SAWARGI CITY OF BANDUNG

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ABSTRACT

Bread is a practical food that does not require making with a long process, the higher one's busy life, especially in big cities, the higher the need for bread, and not even a few developed countries manage bread as a staple food.

Sawargi bread products are one of the bread products in the city of Bandung that produce various kinds of flavors including banana bread, brown bread and kopyor bread.

In its business activities experiencing several problems, especially those concerning marketing problems for it, it takes several strategies to deal with it. The strategy used is online marketing and line

The research method used in this study is descriptive analysis method with a qualitative approach using SWOT techniques and Analytical Hierarchy Process (AHP) methods.

The results showed that the marketing of sawargi bread in the city of Bandung was still traditional (of line) only occasionally on line and its marketing was influenced by the extraneous environment which included: the condition of the community towards intended use, population growth, economic growth, government assistance, technological development, rupiah exchange rate, political activity. While internal factors include: Good relations with the company, the threat of new entrants, substitution products, many similar businesses. This shows that the company is in a stable condition and continues to carry out marketing strategies on line and online.

The conclusions obtained in the external environment of Sawargi bread in Bandung were identified as seven business opportunities, including economic growth, market demand, consumer behavior, and procurement of technology which caused the company to continue to conduct business activities through offline and online marketing strategies. The SWOT analysis shows that the business activities of the Jaipur bread products are still likely to carry out business activities by paying attention to the potential possessed and supported by maximum marketing

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