

## ***ABSTRACT***

### ***BUSINESS DEVELOPMENT WITH SWOT ANALYSIS ON UMKM SIOMAY NYONYA LANI***

*The development of industry, especially food industry, is increasingly demanded to follow the market willingness. This is indicated by the number of food industries are vying to expand the wings and hold the market. A UMKM industry is certainly before its feasibility study. To visit this UMKM Siomay Mrs Lani to widen the wings. This UMKM was previously only a personal effort to make a siomay if there are relatives who order since 2012. Along with the increasing number of consumers eating in 2015 SMEs try to sell their products by introducing the brand Siomay Nyonya Lani. Based on the financial calculations performed net profit per month earned a sum of Rp. 6,721,751. For a UMKM that introduces this UMKM brand is classified as having minimal income. Therefore UMKM will develop which is expected to increase its income. Development stage is done by conducting business feasibility analysis in advance to look at what aspects of MSME have weaknesses, after known weakness feasibility will be done feasibility improvement with closed discussion from the management to determine which urgent aspect to be developed. Aspects chosen to be elaborated is the legal and marketing aspects, due to time constraints, the next stage of development is only done on the marketing aspect. Determination of development strategy is done using SWOT method to position SMEs and 4P approach to determine development strategy undertaken. The 4P improvements include: product (product variation and packaging change), price (Repair and promotion subsidy maintaining selling price), place (opening 2 outlets), promotion (advertising using social media). Business development with 4P straregi taken in proved able to increase monthly income of Siomay Nyonya Lani by 127% from previous to Rp. 14,589,749.*

*Keywords: 4P, SWOT, income, promotion*