

Khadijah Syakira, 2026. Analisis Strategi Pengembangan Usaha Kasus Pada CV Arezou Intrade. Di bawah arahan Ayu Kumala Sari

ABSTRAK

CV Arezou Intrade merupakan perusahaan *furniture* yang berfokus memproduksi *wall panel*. Penelitian ini bertujuan untuk merumuskan prioritas strategi pengembangan usaha pada CV Arezou Intrade. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dan jenis penelitian studi kasus. Metode penentuan responden dilakukan dengan teknik *purposive*. Jenis dan sumber data yang digunakan yaitu data primer dan data sekunder. Metode pengambilan data menggunakan observasi, *Focus Group Discussion* (FGD), wawancara, kuesioner, dan dokumentasi. Teknik analisis data menggunakan matriks EFE (*External Factor Evaluation*), IFE (*Internal Factor Evaluation*), IE (*Internal-External*), SWOT (*Strengths, Weaknesses, Opportunities, Threats*), dan QSPM (*Quantitative Strategic Planning Matrix*). Hasil penelitian menunjukkan prioritas strategi pengembangan usaha pada CV Arezou Intrade adalah memperluas kerja sama dengan mitra pemasaran internasional.

Kata kunci: Strategi Pengembangan Usaha, Ekspansi Pasar Ekspor, Industri *Furniture*, SWOT, QSPM.

Khadijah Syakira, 2026. *Analysis of Business Development Strategies case at CV Arezou Intrade. Under direction by Ayu Kumala Sari*

ABSTRACT

CV Arezou Intrade is a furniture company specializing in wall panels. This study aims to formulate priority strategies for business development at CV Arezou Intrade. This study uses a descriptive, quantitative approach and a case study design. Respondents were determined using a purposive technique. The data used were both primary and secondary. Data collection methods included observation, Focus Group Discussion (FGD), interviews, questionnaires, and documentation. The data analysis techniques used were the EFE (External Factor Evaluation) matrix, IFE (Internal Factor Evaluation) matrix, IE (Internal-External) matrix, SWOT (Strengths, Weaknesses, Opportunities, Threats) matrix, and QSPM (Quantitative Strategic Planning Matrix). The results of the study indicate that the priority business development strategy for CV Arezou Intrade is to expand cooperation with international marketing partners.

Keywords: Business Development Strategy, Export Market Expansion, Furniture Industry, SWOT, QSPM.