

ABSTRACT

This study aims to formulate a development strategy for the retail business of building materials at PT Budi Berkah Podomoro through SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and Quantitative Strategic Planning Matrix (QSPM). Using the SWOT method, this study evaluates internal and external factors that affect the company's performance, including strengths, weaknesses, opportunities, and threats. This analysis provides a comprehensive picture of the company's competitive position in the building materials market. Furthermore, the QSPM method is applied to measure and prioritize various strategic alternatives based on the relative weight and attractiveness of the strategic factors. The results of the analysis show that PT Budi Berkah Podomoro The main strength factor of PT. Budi Berkah Podomoro is adequate capital with a value of 0.70 and the main weakness factor of PT. Budi Berkah Podomoro is currently Marketing is still done in the traditional way, namely by word of mouth with a value of 0.36, the main opportunity factor of PT. Budi Berkah Podomoro for now is the existence of E-commerce and Digitalization in every industry with the highest value of 0.75. While the main threat factor for PT. Budi Berkah Podomoro for now is Economic Fluctuations and raw material prices that occur in Indonesia with a value of 0.32 The right business development strategy for PT. Budi Berkah Podomoro is to position PT. Budi Berkah Podomoro in the IE matrix in quadrant 5, namely Hold and Maintain, which means that the company is expected to implement strategies including market penetration and market development. The priority of PT. Budi Berkah Podomoro's business development strategy is Optimizing Supplier Networks and E-commerce Technology

***Keywords:* Business Development Strategy, Building Materials Retail, SWOT Analysis, QSPM,**