

## **ABSTRACT**

*Minimarkets are growing rapidly in Indonesia, but tend to be an oligopoly competition. Public awareness of halal markets and products should be supported by the number of sharia minimarkets. This study aims to analyze the development strategy of sharia minimarkets in the city of Semarang. This study uses the SWOT analysis method. SWOT was conducted by in-depth interviews, observations, and documentation and then analyzed through the stages following the guidelines of this method.*

*Based on the result of the SWOT analysis, the alternative strategy that is appropriate for sharia min-imarkets is the WO strategy. WO strategy is a strategy that seeks to minimize weaknesses and maximize existing opportunities. IFAS and EFAS analysis results in the company's position being in quadrant III. The strategy quadrant recommended is the turn around strategy.*

*Keywords: syariah minimarket, SWOT, turn around strategy.*