

ABSTRACT

As the creative industry in Indonesia develops, many SMEs utilize handicraft skills to produce products with economic value, one of which is handicraft accessories made of beads. The high demand is driven by fashion trends and consumer needs for aesthetic and personal products. This study aims to analyze the business position of Craft by Han using SWOT analysis, as well as to design a development strategy that can be applied to support business growth, by stabilizing all aspects of the business.

The method used in this study is descriptive qualitative with a quantitative data approach, involving interviews, observations, and document analysis related to the development of the Craft by Han business. The results of the study show that Craft by Han has strong potential in the market, but there are internal challenges, such as limited human resources, less than optimal marketing, and other aspects that need to be improved. To increase competitiveness in the handicraft industry, Craft by Han needs to focus on improving internal weaknesses in order to optimally utilize external opportunities.

Keywords: *Business Strategy, Craft by Han, SWOT Analysis, Business Development, Accessories, Handicrafts, Beads*