ABSTRACT

This research aims to analyze the development of business strategies at Wisebowl, a culinary venture in the fast food industry, with a focus on improving its market position in Semarang. Through SWOT analysis and an examination of various aspects such as market opportunities, marketing, human resources, and financial operations, this research identifies key factors influencing business performance. The findings reveal Wisebowl's significant potential in meeting the demands of young professionals and students, but also highlight critical areas such as customer engagement and operational efficiency that need enhancement.

The study employs a qualitative method with a descriptive approach. Data collection was conducted through interviews and observations of day-to-day business activities.

This research recommends that Wisebowl implement a more comprehensive business strategy, including the use of modern marketing tools such as social media and optimizing internal operations to maintain sustainable growth in the increasingly competitive and rapidly growing culinary industry.

***Keywords**: business strategy, SWOT analysist, operational, culinary industrty*