

## ABSTRACT

*This research is influenced by the growth of the Indonesian culinary industry and the increasing public interest in contemporary cuisine, particularly dim sum. This demographic potential leads to productive utilization. However, the company faces several internal challenges, such as branding, limited capital, imperfect digital promotions, incomplete business legality, and unstructured financial transactions. Therefore, the purpose of this research is to develop a business development strategy to increase competitiveness using a SWOT analysis with an emphasis on utilizing resources to address these challenges (WO strategies).*

*The results of the study on the operational aspects of the business indicate that Hen Dimsum has a strong product variety, competitive pricing, and significant market potential. From a marketing perspective, social media has been utilized, but has not yet reached its full potential in terms of building brand recognition. Furthermore, legal aspects are problematic because the company lacks relevant official certifications and permits, such as a Business Identification Number (NIB). The company's operational analysis indicates that the company has good growth prospects, but needs to improve its internal management and marketing strategy to be more competitive and successful.*

*The findings of this study indicate that Hen Dimsum's business development strategy should focus on three key aspects: enhancing branding through visual identity design and digital marketing campaigns, improving legality and digital payment systems, and systematically increasing production capacity. Suggestions include optimizing digital promotions, improving business legality, utilizing financial accounting applications, and product innovation to increase competitiveness. With the implementation of these strategies, Hen Dimsum is expected to achieve stable growth and increase sales in the local food market.*

**Keywords:** *business development strategy, SWOT analysis, culinary MSME, branding, business competitiveness*