ABSTRACT

This study formulates an internal and external business development plan for CV. Adi Prima Jaya, a tapioca flour producer in Pati Regency, Central Java, so it can stay competitive, expand its market, and grow sustainably. Using a descriptive qualitative approach combined with SWOT analysis, the study examines the company's marketing, human resources, operations, legal, and financial aspects. Results show a growing tapioca flour market supported by Indonesia's large cassava supply, with CV. Adi Prima Jaya holding a stable B2B customer base among cracker producers in East and West Java, though sales fluctuate seasonally. Key strengths include competitive pricing and product quality, while traditional drying methods and the absence of SOPs remain weaknesses. The proposed strategy focuses on digital marketing expansion, operational modernization, and stronger financial recordkeeping. A feasibility assessment shows an initial investment of Rp149,483,774, NPV of Rp126,815,541, IRR of 39.32%, PI of 1.85, and a 2.22-year payback period, indicating the plan is financially feasible.

Keywords: business plan, tapioca flour, SWOT analysis, business development, financial feasibility