# SATRU CAKE BUSINESS DEVELOPMENT STRATEGY THROUGH BUSINESS MODEL CANVAS (BMC) IN UMKM SEJAHTERA MANDIRI PROBOLINGGO DISTRICT

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## ABSTRACT

Satru cake is an agricultural product that is made traditionally. Satru cakes are generally made from green beans but have additional ingredients, namely sugar and salt to add flavor to this Satru cake. UMKM Sejahteran Mandiri is an UMKM that produces traditional cakes in the form of kue satru. Sejahtera Mandiri, located in Kosambi Hamlet, Randujalak Village, Besuk District, Probolinggo Regency was founded by Mrs. Sulaimi since 2005. Since 2011 Sejahtera Mandiri has been managed by Mrs. Sri Lestari along with 10 permanent employees. To develop the UMKM Sejahtera Mandiri business, research was conducted on the development of the Satru cake business. Research objectives: (1) To analyze the internal and external factors that are the strengths, weaknesses, opportunities, and threats to UMKM Sejahtera Mandiri (2) to identify the right application of the Business Model Canvas for kue satru products to UMKM Sejahtera Mandiri at this time. (3) Determine alternatives new strategy on UMKM Prosperous Mandiri. The analytical tools used in this study are internal and external analysis, IFAS and EFAS matrices, IE Matrix, SWOT Matrix and Business Model Canvas. Based on the results of data processing, the value of the IFAS matrix is 2.92. The EFAS matrix is 2.83. The results of the position of the company's condition or IE matrix are in cell V which indicates the condition of the company's growth through horizontal integration and then mapped in the SWOT matrix to obtain a strategy. The alternative strategy that will be taken by UMKM Sejahtera Mandiri in the Business Model Canvas (BMC) component is the superior cake product in the form of packaging innovation and the development of motifs or shapes and adding various flavors of value propositions.


Keywords: Business development strategy, cake satru, SWOT, BMC
(*Business Model Canvas*)