

## **Business Development Strategy Sri Rejeki Farmer Group (KWT) In Ranuklindungan Village, Grati District, Pasuruan Regency**

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### ***ABSTRACT***

The background of this research is the reduced purchasing power of consumers due to the pandemic and the hampered business development of the Sri Rejeki Women Farmers Group (KWT). This study aims to provide solutions regarding business development strategies for the Sri Rejeki Women Farmers Group (KWT). The population in this study was 20 people who were all members of the Sri Rejeki Women Farmers Group (KWT) with sampling namely the chairman, secretary and treasurer of the Sri Rejeki Women Farmers Group (KWT). The analytical tool used in this study is the Business Model Canvas (BMC). The results of this study are alternative strategies that will be used in developing the Sri Rejeki Women Farmer Group (KWT) business on the Business Model Canvas (BMC) component, namely in customer segments there are additional minimarket customer segments and kiosks selling various souvenirs. In the value propositions there are additional new product packaging designs accompanied by attractive (up-to-date) labels. In the channel element, there are additional channels through personal websites to sell their products (E-commerce) and olshop (tiktok and blibli). In customer relations, there is an addition of quality human resources in the field of marketing. In revenue streams there is the addition of selling products directly through outlets or their own stores. In the key resource there is an addition to the creation of a production site. In the key activity there is an addition, namely opening educational tours for making Sri Rejeki Women Farmer Group (KWT) products. In the key partner, there is an additional partnership with the souvenir shop. There has been no addition to the cost structure because it has been strategically arranged by the Sri Rejeki Women Farmers Group (KWT) according to needs.

**Keywords:** Business Development Strategy, Women Farmers Group. Business Model Canvas (BMC).