

***Agroindustry Business Development Strategy Prol Tape
At Sumber Madu Jember Regency
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ABSTRACT

Jember Regency is one of the areas in East Java that has the potential to develop cassava-based industries. UD. Sumber Madu is a prol tape product business and has an outlet in Jember Regency, which is located on Jl. Gajah Mada No. 103, Jember Kidul Village, Kaliwates District. The problems that occur at UD. Sumber Madu, namely consumer demand for fluctuating products and raw material prices are less stable. This study aims to 1) identify the components of the Business Model Canvas (BMC) at UD. Sumber Madu, 2) map and analyze products correctly at UD. Sumber Madu in implementing the Business Model Canvas (BMC), 3) formulating and determining new alternative strategies at UD. Sumber Madu based on Business Model Canvas (BMC). The development strategy used in this business is the Business Model Canvas (BMC) method. The Business Model Canvas method is useful as an alternative in developing a business and can set priorities that must be done first so that the business at UD. Sumber Madu is growing. This research uses a qualitative descriptive research type. Business Model Canvas (BMC) mapping, alternative strategies will be taken by UD. Sumber Madu is the component of key activities, channels, and customer segments.

Keyword : *Development Strategy, Business Model Canvas (BMC), UD. Sumber Madu, Prol Tape.*