

**UD Development Strategy. Tofu Jamhari, Jember Regency Using the
Business Model Canvas Method**

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ABSTRACT

UD. Tofu Jamhari which is located on Jalan Kenanga VIII, Gebang Village, Patrang District, Jember Regency is the only first tofu factory in Jember that already has a UD title in its business. The owner of this business is Mr. Jamhari who established a tofu production site on February 8, 2002. The aims of this research are to 1) identify the 9 components of the Business Model Canvas (BMC) at UD. Tahu Jamhari, 2) Designing the right product business mapping at UD. Know Jamhari in implementing the Business Model Canvas (BMC), 3) Formulate new alternative strategies at UD. Tofu Jamhari based on Business Model Canvas (BMC). The results of the analysis of the 9 components of the Business Model Canvas, namely that companies can implement alternative strategies for new business models as a strategy to continue to develop their business in the future

Keyword: *UD. Tofu Jamhari, Business Model Canvas (BMC), Development Strategy*