

***ANALYSIS OF MICRO ENTERPRISE DEVELOPMENT STRATEGIES
CASSAVA CHIPS “RIZQUNA BAROKAH”
IN BANGSAL DISTRICT, MOJOKERTO***

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ABSTRACT

Rizquna Barokah Cassava Chips Micro Business is a micro-equivalent business that focuses on snack products, namely cassava chips. This Cassava Chips Micro Business has been established since 2001 and has experienced problems including unstable sales, internal problems and an immature business model. The purpose of this research is to describe the Rizquna Barokah Cassava Chips Micro business model with the Business Model Canvas (BMC) approach, formulate appropriate alternative business development strategies through SWOT analysis on each BMC element and the decision stage by determining the top priority alternative strategies in improving the Rizquna Barokah Cassava Chips Micro business model with the QSPM method. Research data obtained through observations, interviews, and questionnaires given to two respondents who understand the condition of the company. BMC is analyzed based on customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships and cost structures. The total score obtained from the results of the IFE matrix analysis is 2.98 and the EFE matrix is 3.02. The results of the IE matrix show that the company is in quadrant II, namely implementing Grow and build. The results of the SWOT matrix obtained 11 alternative business development strategies. The top priority alternative strategy was chosen Applying an efficient and strategic strategy with a STAS value of 6.09.

Keywords: Business Model, Business Model Canvas, SWOT Analysis, QSPM