

**SNACK BUSINESS DEVELOPMENT STRATEGY USING THE CANVAS
BUSINESS MODEL APPROACH AT UD. MENTARI JAYA PUTRA
TANGGUL DISTRICT, JEMBER REGENCY**

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ABSTRACT

Business competition is currently increasing, companies are required to improve all capabilities in their business so that their business can develop and compete with other companies. Therefore, companies must prepare all strategies so that their business continues to run and develop. Research on "Snack Business Development Strategy Using the Business Model Canvas Approach at UD. Mentari Jaya Putra, Tanggul District, Jember Regency" uses a qualitative descriptive research type. Qualitative descriptive research was conducted with the aim of describing the actual situation of the UD snack business environment. Mentari Jaya Putra. The analysis technique used in this research is a qualitative descriptive analysis technique. The first step in the descriptive analysis carried out in the research was formulating the UD business model. Mentari Jaya Putra in its current snack business uses the Business Model Canvas approach. The second step is to formulate improvements to the new business model with the results of previously obtained data so that a business model is created that is suitable for the business development strategy at UD. Mentari Jaya Putra. In the formulation of the Business Model Canvas, 9 BMC components are each analyzed, then separated again into right (efficiency side) and left (value side) components consisting of customer segments, value propositions, channels, customer relationships, revenue streams, main resources, key activities, key partnerships and cost structure.

Keywords: *Business Development, Snacks, Business Model Canvas*