

**BUSINESS DEVELOPMENT STRATEGY IN  
RENGGANIS COFEECUP AND ROASTERY  
JEMBER REGENCY**

Dr. Tanti Kustiari, S.Sos., M.Si as a supervisor

**Yennis Caprina Dwi Yulianti**

*Agroindustry Management Study Program*

*Agribusiness Management Department*

**ABSTRACT**

*Rengganis Coffeecup and Roastery is one of the many coffeeshops in Jember that is faced with a lot of competition and dynamic challenges. One way to increase competitiveness and maintain market share is to create new strategies so that you have the right and good business model for the business. This research aims to (1) be able to analyze the strengths, weaknesses, opportunities and threats of Rengganis Coffeecup and Roastery from each component in the Business Model Canvas, (2) be able to apply the appropriate Business Model Canvas to the current Rengganis Coffeecup and Roastery, (3) Can formulate new strategic alternatives at Rengganis Coffeecup and Roastery. The method used in this research is quantitative descriptive. The data processing and analysis methods used are the IFE matrix, EFE matrix, IE matrix, SWOT analysis and Business Model Canvas (BMC). The results of the research show that the company is in cell V position in the IE matrix, which is the safeguarding and sustaining strategy stage. The results of the SWOT analysis showed six alternative strategies. The results of the current BMC mapping show that there are several BMC components that need to be improved, including: key activities, key resources, channels, customer segments.*

*Keywords: Business Development Strategy, SWOT, BMC, Coffeeshop*