

**KENZO BAKERY BUSINESS DEVELOPMENT USING THE
DECISION SUPPORT SYSTEM (DSS) APPROACH METHOD IN
JEMBER DISTRICT**

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ABSTRACT

UMKM Kenzo Bakery is a home industry business that produces food processing in the form of bread located DSN. Delima Desa, Kemiri RT 02 RW 03, Panti District, Jember Regency. UMKM Kenzo Bakery was established in 2020 until now and has problems such as the lack of promotional levels, lack of renewal of technology and financial bookkeeping that are less detailed and neat so as to hamper business development efforts. This study aims to analyze business feasibility conditions from non -financial and financial aspects, the results will be used as a reference to recommend in business development and improvement. The approach used is the Decision Support System (DSS). Non -financial feasibility analysis of Kenzo Bakery MSMEs includes legal, marketing, production, overall environment aspects. The results of the assessment on the aspects of management and manuasias resources are in conditions that are not feasible to be developed. In the overall financial aspect shows in a proper condition. Based on the analysis of the Decision Support System approach MSME V.2.0 shows that several aspects are in a decent position. Except, aspects of HR management and BEP quantity.

Keywords : *Business Development, UMKM Kenzo Bakery, Decision Support System (DSS).*