

***Bu Ani Cassava Chips Business Development Strategy
in Sukojember Village, Jelbuk District,
Jember Regency***

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ABSTRACT

Bu Ani's Cassava Chips Business is an agro-industrial business that produces cassava chips in Sukojember Village, Jelbuk District, Jember Regency. This study aims to analyze the business model and formulate business development strategies using the Business Model Canvas (BMC) and SWOT analysis. The method used is descriptive quantitative with BMC analysis, IFAS, EFAS, IE matrix, and SWOT matrix. The results of the study indicate that the business has strengths in the form of consistent taste, crispier products, affordable prices, and loyal customers. However, there are still weaknesses such as suboptimal promotion, simple packaging, not utilizing social media, and incomplete business legality. The results of the IE matrix analysis indicate that the business is in the Grow and Build position. The resulting development strategies include expanding marketing, utilizing social media, increasing cooperation with shops and school canteens, adding flavor variations, improving packaging, managing business legality, and adding raw material suppliers. Overall, Bu Ani's Cassava Chips business has good potential for development to increase competitiveness and business revenue.

Keywords : *Business Model Canvas, SWOT, Business Development Strategy, Cassava Chips.*