*Development of Agroindustry Business Moringa Powder at CV. KM2C Jember
with the Decision Support System approach*

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ABSTRACT

Retrieval of research locations located at CV. KM2C Jember. This study aims to see the performance of various aspects in the development of the Moringa leaf processing agro-industry business. This study retrieves data through company owners. The data used are primary and secondary data. Data analysis techniques using DSS MSME v.2.0 software. The results of the research conducted show that the priority improvements that need to be done include; (1) legal aspects, completing business license documents; (2) marketing, use of social media and analysis of competitors' products; (3) production, development of production facilities and equipment; (4) HRM, completing business license documents and training employees are better at performing well; (5) environment, selling price follows BEP when raw materials are in the highest price state; (6) financial, detailed financial records and detailed financial flows can be monitored properly.

Key words: KM2C, Decision Support System, Moringa Powder