

Business Development Strategy for D’Kitchen Catering Using the BMC and SWOT Approaches

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ABSTRACT

D’Kitchen’s catering business has struggled to grow due to several operational obstacles, such as the lack of innovative signature products, a less-than-ideal location, limited equipment capacity, insufficient capital, and a lack of active social media promotion amid intense competition. This study aims to map D’Kitchen’s current business model using the Business Model Canvas (BMC), identify internal and external factors across the nine BMC elements, and formulate business development strategies to enhance competitiveness. The method used is descriptive with a qualitative approach. Data collection was conducted through field observations, in-depth interviews with the business owner (purposive sampling), and questionnaires, which were then analyzed by integrating the nine BMC elements and the SWOT matrix. The mapping reveals that D’Kitchen’s current business model still requires significant development. Based on the SWOT matrix applied to the BMC elements, several strategic alternatives were formulated: standardizing flavors through a seasoning guidebook; evaluating the menu via online delivery apps; recruiting creative content creators for Instagram and TikTok; and launching subscription packages for students and meeting boxes for organizations. The integration of the BMC and SWOT successfully produced business development strategies that are adaptable in terms of operations, finance, and marketing to address internal weaknesses and mitigate market threats, thereby achieving sustainable business growth.

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