

***Agroindustry Business Development Strategy at Putra Jaya Micro Enterprises
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ABSTRACT

Based on data from the Ministry of Cooperatives and SMEs, it shows that the number of Micro, Small and Medium Enterprises (MSMEs) each year experiences a fairly high growth and increase. One of them is the Putra Jaya Cassava Chips business. Micro Enterprises Putra Jaya is a company that was founded in 2013 which is engaged in food processing, namely cassava chips. Where the company always produces cassava chips in the amount of 30 kg per day and the production process of making cassava chips starts from raw materials, semi-finished goods, and finished goods. Business development is one of the activities that play an important role in the business world. Business development is needed to develop a business in order to increase its existence in the culinary field so that the company's goals can be achieved. Researchers are interested in using the Business Model Canvas method because this method is expected to get maximum results and get better changes in the business development process at Putra Jaya Micro Enterprises. The analytical tools that will be used to solve the existing problems include BMC (Business Model Canvas). This study aims to be able to properly map the product to the Putra Jaya Micro Enterprises in the application of the Business Model Canvas, to analyze the strengths, weaknesses, opportunities, and threats of the Putra Jaya Micro Enterprises from each component in the Business Model Canvas, and to formulate new alternative strategies for the Putra Jaya Micro Enterprises based on the Business Model Canvas.