

The Creative Business Development Strategy of Mahkota Jati Furniture in Bantan (BUSINESS MODEL CANVAS)

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ABSTRACT

This study aims to determine the right strategy for developing a furniture business that can be applied to Mahkota Jati by using the Business Model Canvas approach To Mahkota Jati businesses in Bantan, Bengkalis. The type of research used by the author is qualitative observation. Data collection techniques in this study were interviews, observation and documentation. The object of this research is the Mahkota Jati furniture business in Bantan. The results of this study indicate that the most powerful element of the Mahkota Jati business model is the key to partnership, followed by the element's value proposition. From the results of the SWOT analysis for the development of business models, it is recommended that the Mahkota Jati business develop relationships with customers. In addition, it is also recommended to repair key resources..

Keywords: development strategy, business model canvas, swot analysis.