

ABSTRAK

The Jaja Raharja Cracker Factory is one of the IKMs engaged in the industry food processing. Jaja Raharja Cracker Factory was founded in 2002 and location in pasuruan district, east java province. JayaRaharja factory founded on the basis of its own will to produce and sell results own production. Currently the company has a downward trend Revenue caused by production and marketing side problems. In business, there are many ways companies can create, deliver, and Capture value, which can be described in a business model. Study This research aims to find out the current business model and providing a new rejection business model to the Jaya Raharja Crackers Factory which is expected to increase the company's revenue by using the Business Model Canvas. Steps required for Designing a new business model is a weakness of the current business model, describe customer profiles and perform SWOT analysis and analysis environment. The next step is to do a SWOT analysis Use the results from the previous steps. Results of analysis This SWOT is used to design the value proposition and business canvas complete canvas model. From the process carried out, there are several improvement over the current business model, namely value addition product proposition without preservatives, products with various flavors and various types. Adding a customer segment to business customers. Addition social media channels, digital market platforms, selling crackers various flavors and types. The rejection business model that has been made is expected can be implemented slowly and gradually by the Jaja Crackers Factory king. So that it can help business development at the Cracker Factory Jaja Rajaharja.

Keywords: Crackers, addition of market segments, Business Model Canvas,
SWOT Analysis, Value Proposition Canvas