

ABSTRAK

This study aims to analyze the business model and formulate development strategies for the Pliiek U production business of Bu Marlina in Tanoh Anoe Village, Jangka District, Bireuen Regency. The approach used is the Business Model Canvas (BMC) to map the nine elements of the business model, and USG analysis (Urgency, Seriousness, and Growth) to determine the priority of problems faced by the business. This research employs a qualitative method, with data collected through interviews, questionnaires, and documentation. The results of the BMC analysis indicate that the Pliiek U business has several strengths, including natural product quality, the use of local raw materials, traditional production processes, and customer loyalty. However, the business still faces several constraints, such as limited raw material availability, underdeveloped marketing channels, simple packaging and branding, and limited business partnerships. Based on the USG analysis, the main priority problems are the limited availability of raw materials and weak marketing channels. Based on the findings, several business development strategies are recommended, including strengthening cooperation with raw material suppliers, optimizing digital marketing, developing product packaging and branding, and increasing production capacity. These strategies are expected to enhance the competitiveness and sustainability of the Pliiek U production business in the future.

Keywords: Pliiek U, Business Model Canvas, USG, UMKM, business strategy