SUMMARY

ZETA FADILLA INDRA. The Strategy of Ornamental Plants Business Development in CV. Green Saujana Nursery. Supervised by MUKHAMAD NAJIB and RITA NURMALINA.

Agriculture is one of the important sectors in Indonesia’s economy growth. One of the horticulture fields potential to be developed is on ornamental plants. The development on horticulture commodity especially floriculture has its own characteristic due to its main production objective which is to be sold off instead of being consumed. Ornamental plants are plants whose morphology characteristic has aesthetical and exotic value, also affected by trends. Ornamental plants in Indonesia nowadays are having significant growth, marked by the development of central area and business actors in big cities. That results in developed Open Green Area (Ruang Terbuka Hijau) system which gives many opportunities by ornamental plant business actors. CV. Green Saujana Nursery is one of the ornamental plants business actors who are eager to develop their business. CV. GSN needs to understand the possibilities of their business model alternatives, by considering the internal and external factors, and should be able to make improvements on their business model, strategies, and possible new business models.

This study aims to identify the idea of current business model at CV. GSN based on nine elements of business model canvas, to analyze the weaknesses, strengths, and threats that appear, to obtain an improved canvas business model, to develop the business and to formulate the business development strategy at CV. GSN. This research utilizes descriptive approach, and collects the data through observation, interviews, questionnaires, FGD (focus group discussion), and literature studies, and the determination of respondents is obtained through purposive sampling. This study use the Business Model Canvas to identify the current business situation and its internal also external factors. SWOT analysis is utilized for each element business model canvas. Business model environment analysis is used to determine the factors affecting the business model based on key trends, industry strength, market strength, and macro economy strength. Other than those, this research also utilizes the consumer perception analysis. The nine elements also will cope with the completion of business model canvas to formulate the future business model, strategy, and improvement program of CV GSN’s business model.

Based on the analysis using nine elements in CV. GSN’s business model, the managerial implications that will result from the management consists of seven strategy alternatives which are (1) partners improvement, (2) market development, (3) increase in venture capital, (4) human resources quantity and quality improvement, (5) technology utilization and innovation, (6) product quantity and quality improvement, and (7) pre and after sales service improvement.

Key words: business model canvas, business development, ornamental plants, SWOT