

ABSTRACT

This research aims to analyze various aspects of internal business development for the beverage company "Arah Coklat." Through this analysis, aspects that require development can be identified, enabling Arah Coklat to devise effective strategies to capitalize on business opportunities.

The research employs a qualitative method with a descriptive approach. Data collection is conducted through interviews and observations obtained from Arah Coklat's business activities.

Arah Coklat implements a differentiation strategy with various product variations and a cost leadership strategy with competitive prices compared to competitors. Additionally, Arah Coklat develops every aspect of the business, including market, marketing, human resources, operations, legal, management, finance, as well as economic, social, and environmental factors.

Keywords : *business plan, business development, culinary business, MSMSe*

