

STRATEGI PRENCANAAN PENGEMBANGAN PENDISTRIBUSIAN UMKM PRODUK AIR MINERAL KEMASAN DI WILAYAH RANTING DAN CABANG MUHAMMADIYAH LOMBOK: Strategi Pencanaan Pengembangan Pendistribusian UMKM Produk Air Mineral Kemasan di Wilayah Ranting dan Cabang Muhammadiyah Lombok

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| Abstract | <p>Abstract (English) This research was motivated by the emergence of problems developing the distribution of glass bottled water products by UPT. Muhammadiyah University of Mataram's business is not yet running fully effectively. This problem is reflected in several phenomena, including; the identification of existence is not yet optimal, there is still weak synergy between the Bureaucracy and Human Resources and there is not yet optimal support from internal and external factors in carrying out superior product development programs for Muhammadiyah business charities. This research aims to analyze the product distribution development strategy implemented by UPT. UMMAT Business and Water Distributor Business in their implementation, understand the obstacles and obstacles faced in product development planning and analyze the efforts made to overcome these obstacles and obstacles. This research uses a descriptive method with a qualitative approach. Meanwhile, the data collection techniques used are observation, interviews and documentation. The results of the research show that the planning for the glass and bottled mineral water product development program at Muhammadiyah has not been fully effective, so it requires the right strategy to optimize development in accordance with the plans that have been determined. The strategies that can be implemented include; strategies for strengthening regulatory synergy, strategies for identifying internal and external resources, strategies for winning market competition, strategies for strengthening business permits, and strategies for developing partnerships found in Muhammadiyah business charities. Keywords: Planning; Product Development; Bottled water</p> |
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