

## ABSTRACT

*The development of digital trends that are increasingly developing today encourage changes in people's lifestyles and patterns, especially in urban areas and occur in almost all lines of life, one of the most prominent changes is changes in shopping behavior or buying patterns in the community. This can be seen from the number of new e-commerce emerging and offering almost all the goods people need, especially the primary needs of the community such as grocery. Increased purchases of primary goods or online grocery shopping seems to be realized by business people, so that more and more online grocery shopping services are popping up.*

*One of the online grocery service providers in Indonesia is PT XYZ. This study examines the analysis of PT XYZ's growth strategy and business development into B2B business lines or conducting business collaborations with other companies so that PT XYZ does not only focus on end consumers, but can also expand its wings to a wider area.*

*The research method that will be used is descriptive analytical method, namely by analyzing, describing, and summarizing various conditions, situations from various data collected regarding the researched problems that occur in the field, and using the literature study method. Meanwhile, the data used is secondary data obtained from books, the internet, or from other sources.*

*The results of this study are expected to produce a strategy for developing PT XYZ's business model into the B2B e-commerce industry so that it can increase company value and improve services for its users.*

**Keywords** : Strategy Analysis, Partnership, B2B, Grocery, E-Commerce.