

## **ABSTRACT**

### **STRATEGY AND DESIGN BUSINESS MODEL IS BASED ON THE BUSINESS MODEL CANVAS (STUDY ON UKM BENGKEL PERUT)**

*By*

**IMADE WIDIYANA**

*This study aims to provide the right business strategy options to UKM Bengkel Perut based Business Model Canvas. This type of research uses descriptive research with a qualitative approach. Informants selection techniques using snowball sampling. Informants of this study is the owner, employees and customers of UKM Bengkel Perut. Data collection techniques used were semi-structured interviews and documentation. The results of the Business Model Canvas identification can provide the right choice of business strategies for UKM Bengkel Perut in the Stomach elements. Elements of corporate customer segment focus on students. Element value propositions necessary to increase convenience for consumers. Channel elements needed new business branches. Element customer company relationships necessary so that employees respond to customers quickly and availability of facilities. Element revenue streams derived from the UKM Bengkel Perut sales of goods and services. Key element of resources company consists of physical resources, intellectual resources, the human resources and financial resources. Owned key element activities lies in the production process. Key elements of the UKM Bengkel Perut partnerships comes from many suppliers, it is necessary to keep suppliers and other partners such as employers EO. While the last element of the cost structure of the elements UKM Bengkel Perut consists of fixed costs, variable costs and semi-variable costs. Staregi appropriate for UKM Bengkel Perut is the strengths opportunities strategy.*

***Keywords: Business Model Canvas, Design, Strategy, UKM Bengkel Perut.***