

ABSTRACT

The dynamic mobile innovation continues to produce new products to respond to demand. These conditions make mobile phone sales continued to increase of the years, including in Indonesia. Mobile phone sales outlets are the main distribution channel mobile phone sales in Indonesia, especially in Bandung., This led into a very tight competition. For that the author decided to conduct the study with the title "*Study on Business Model of Business Model of Mobile Phone Retail Shopping Bandung City using Business Model Canvas*".

This study aimed to analyze 2 outlets on the business model, the pattern of the business model, SWOT and comparative analysis of the two business models. By using nine building blocks written by Osterwalder and pigneur where the author will tryanalyze of - of mobile phone sales outlets. This study uses a qualitative methodwhere data collection using in-depth interviews and questionnaires to collect data as much in accordance with the needs of writers. With purposive sampling author choseOkeshop outlet and Cell Atlantic as a research object

Results from this study are generated picture of business model Okeshop and Atlantic Cell, and the pattern of the business model which has 3 patterns Okeshop business models and Atlantic have 2 pattern business model. From the results of SWOT analysis of the each building block BMC known overall business model owned by Okeshop better of the Atlantic Cell. So Atlantic Cell should make improvements in a few blocks of the business model that has such a low value consumer segments, major partners, and resources The main.

Keywords: Business Model, Business Model Canvas, SWOT.