

## ***ABSTRACT***

Competitive conditions in the region Sekelimus laundry services in the city of Bandung higher. Green Laundry is one of the laundry services in the area of sekelimus Bandung. Increasing levels of competition and growing market share makes Green Laundry should be pursuing a strategy to win a competition to increase revenues and reach new customers.

This study aims to describe the business model Green Laundry when viewed from aspect – aspect of the Business Model Canvas and determine the appropriate business strategy and was advised to apply in Green Laundry in an effort to achieve competitive advantage. In formulating a strategy, researchers must use the nine blocks Business Model Canvas, among others, Customers Segments, Value Proporsitions, Channel, Customer Relations, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure.

This study uses qualitative data collection methods. This research is a descriptive study. Later analysis using the Business Model Canvas that each building block is also analyzed by SWOT.

From the interview sessions, the researcher obtained the description of Kampong Wisata Cinangneng 's recent nine building block of Business Model Canvas and the evaluation on the questionnaire 's results which took place SWOT analysis disclosed that Kampong Wisata Cinangneng has both strengths and weaknesses. Moreover, It has a group of high average opportunities and potential threats as well.

Nowadays, Kampong Wisata Cinangneng's existing BMC is generally going well enough. It is able to fulfill all the nine building blocks of BMC. The conducted evaluation has resulted the recommended strategic to refine Business Model Canvas design.

Keywords: Business Model Canvas, Competitive Advantage, Laundry, Strategy.