ABSTRACT

This research was conducted to find out how to design the right business model for Collins Indonesia in developing the business using Business Model Canvas approach. The purpose of this research is to know Business Model Canvas from UKM Collins Indonesia, to evaluate Collins Indonesia by analyzing the Strengths, Weakness, Opportunities, and Threats of Collins Indonesia, and to know the appropriate business model and suggested as a form of SME business development strategy Collins Indonesia.

The research method used is descriptive qualitative method. In collecting data, the researcher uses interview method. Interviews were conducted to selected resource persons with purposive sampling technique.

The results of this study show that Collins Indonesia already has all elements of Business Model Canvas which became the reference of business from Collins Indonesia, but there is still need to be repaired or developed again from nine element Business Model Canvas. In the SWOT analysis from Business Model Canvas owned by Collins Indonesia, there are Strengths, Weakness, Opportunities, and Threats of each element in the Business Model Canvas.

Collins Indonesia need to add some aspects of the business in developing their future business such as, increasing the quantity of product sales, further innovating in product design, determining the main partner, developing the quality of human resources, increasing offline sales, expenditure arrangements, and adding market segmentation.

Keywords: Business Development Strategy, Business Model, Business Model Canvas, UKM Collins Indonesia.