ABSTRACT

One of the problems in Indonesia is the tendency of price increase of food and other needs which are not equivalent to the income received by farmers. Difficulties of farmers in accessing capital, agricultural technology, and the lack of market access make the income earned by farmers are lower in value. The big problem of farmers makes the government initiate a business entity namely PT. Mitra Bumdes Bersama (MBB). PT. MBB is the company engaged in agriculture based on government programs in supporting food security and food price affordability. PT. MBB, for the time being, is still in the status of a trial program, and at the time the research was conducted, it had been operating for six months. To be a national program that will beneficial for farmers, it is necessary to map and evaluate the existing business models. This study intends to evaluate the business model of PT. MBB using Business Model Canvas. The steps taken in this study are mapping the current business model of PT. MBB, making a customer profile, analyzing the business environment, and conducting a SWOT analysis and identifying strategies followed by designing a new value proposition and business model canvas. The results of this study led to the idea of new products and services in the form of integrated services of 4 agricultural cycles starting from pre-planting, planting, harvesting, and post-harvesting so that a part of agricultural problems can be resolved.

Keywords: Business model canvas, business environment analysis, value propositions, SWOT, business model, agriculture