

Abstract

Indonesia has a huge potential in the development of agribusiness is even possible would be a leading sector in national development. Ciwidey is one of the districts in West Java that has been known as an area of agribusiness and tourism destination. Keramat Bey Berry is one of a growing agribusiness in Ciwidey as strawberry supplier to several areas in Java and outside Java.

This study aims to describe the business model of the Keramat Bey Berry when viewed from the aspects of the Business Model Canvas and know the business model in order to develop appropriate strategies and was advised to apply to the Keramat Bey Berry. In formulating the strategy, researchers should use the nine building blocks Business Model Canvas, among others Customer Segments, Value propositions, Channel, Customer Relations, Revenue Streams, Key Resources, Key Activities, Key Partnerships and Cost Structure.

This study used qualitative methods. Modeling by the distribution of questionnaires later analysis using the Business Model Canvas that each building block is also analyzed by SWOT. Whereas qualitative semi-structured interviews to conduct.

The results showed that the image of the Keramat Bey Berry's business model is now quite old when viewed from the aspects Business Model Canvas. Advice to Keramat Bey Berry is preferably Keramat Bey Berry implement business models that are based on research that is guided by the theory Osterwalder & Pigneur the change in terms of the formation of new segmentation, new channels, addition of value to the product, creating a customer relationship directly, key activities involving technology, competent human resources placement As well as the improvement in terms of financial records.

Keywords: SWOT Analysis, Business Model, Business Model Canvas, Strategic Management..