

## **ABSTRACT**

*Jasinga Farm is a sheep farming business located in Setu Jasinga Village, Jasinga District, West Bogor Regency, West Java. The current target customer segments are local residents, animal traders, restaurants in West Java and DKI Jakarta. In the livestock business there are many ways for companies to create, deliver, and capture value. This study aims to evaluate the current business model of the Jasinga farm using the Business Model Canvas. At this time, Jasinga farms experience several obstacles, and one of the biggest obstacles is the company's cost structure which is too large and not efficient. This is because Jasinga farms still depend on business partners to carry out key activities so that it affects the company's performance in the livestock industry. In addition, the company also has not maximized the available resources so that the Jasinga Ranch production activities have not run well. From these problems, Jasinga Farm has challenges that must be faced to overcome existing problems in order to maintain its business. The steps that need to be taken are mapping the current business model canvas, conducting business environment analysis and conducting customer profiling. The next step is to conduct a SWOT analysis. Based on the results of the SWOT analysis, then a new business strategy is designed and then translated into a proposed business model canvas. There are several improvements in the nine new business blocks, namely: developing a value proposition, increasing channels, key resources, key activities, and key partnerships. With the proposed business model canvas, Jasinga Livestock is expected to be more competitive in the livestock industry*

*Keywords: Business Model Canvas, Business Environment Analysis, Customer Profile, SWOT, Value Propositions, Farm*