

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the Indonesian economy, especially to increase job opportunities, and are the main contributor to Gross Domestic Product (GDP). There are various fields of MSMEs in Indonesia, such as agro-industry, culinary, fashion, education, automotive, and so on. All these business lines require a strategy to develop to achieve their various goals, one of which is the procurement of a Business Model Canvas (BMC).

This study collects data through interviews and literature study on the CV Munjul Jaya. CV Munjul Jaya is an MSME engaged in agro-industry located in Karawang. This study uses a descriptive qualitative method that contains a description or description of something.

The results of this study are that there are still several aspects that are not optimal and can still be developed by CV Munjul Jaya. So, the researcher gave some BMC input on CV Munjul Jaya. Furthermore, CV Munjul Jaya may use social media and other online media to promote and sell media and perform quality control to increase customer satisfaction.

Keywords: *Micro, Small, and Medium Enterprises (MSMEs), Agroindustry, Business Model Canvas (BMC)*