ABSTRACT

CV Kelola Anugerah Bahari is a company engaged in the fishery sector. Companies that grow and develop require the right business model in order to achieve their visions and missions. One business model that successfully changed the complex business concept to be simple and understandable is the Business Model Canvas (BMC) developed by Alexander Ostervalder and Yves Pigneur. Thenine elements used in this study included customer segments, value propositions, channels, customer relations, revenue streams, key resources, key activities, key partnerships, and cost structures

The objectives of this research were to analyze business models of CV Kelola Anugerah Bahari organization through business model canvas approach, to identify key factors as strengths and weaknesses affecting the operational of CV Kelola Anugerah Bahari organization, to formulate strategy design required for the development of CV Kelola Anugerah Bahari organization The results of BMC also show that the management needs to improve its business model and strategy for future development of CV Kelola Anugerah Bahari organization e.g. by expanding marketing, forming a solid marketing team, as well as holding periodictraining of human resources to optimize HR function.

The type of research used in this study is descriptive qualitative research. While the data collection techniques used were interviews and Focus GroupDiscussion

Keyword*s: business model, BMC, business strategy, fishing industry*