ABSTRACT

DESIGNING A BUSINESS MODEL CANVAS FOR THE* AJJULUKANA *MSME IN* TAMALATE *VILLAGE

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This study aims to design a business strategy for the Ajjulukana *MSME located in Tamalate Village by utilizing the Business Model Canvas (BMC) approach as the primary method, supported by a SWOT analysis as an auxiliary tool. The* Ajjulukana *MSME is a group enterprise operating in the marine product processing sector, producing items such as Spanish mackerel floss (abon ikan tenggiri), seaweed crackers, fish meatballs, fish nuggets, fish otak-otak, and various other processed goods. Established on September 19, 1999, despite having operated for quite a long time, the enterprise still lacks a well-structured business model, necessitating strategic design to support sustainable business growth.*

This study applied a descriptive qualitative approach, with data collection techniques carried out through interviews, observation, and documentation. The analysis was conducted by mapping the ongoing business strategy across the nine elements of the Business Model Canvas, which include customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. Following the BMC mapping, a SWOT analysis was performed to identify internal factors such as strengths and weaknesses, as well as external factors in the form of opportunities and threats that could influence business development.

The results of this study indicate that the design of the Business Model Canvas combined with a SWOT analysis provides a comprehensive understanding of the business condition of the Ajjulukana *MSME. This approach delivers strategic and more targeted recommendations regarding marketing, product development, partnership reinforcement, and enhanced customer interaction. Consequently, the resulting business model is expected to strengthen competitiveness, expand market reach, and support the future sustainability of the* Ajjulukana *MSME.*

Keywords: Business Model Canvas, SWOT Analysis, Business Strategy, Ajjulukana *MSME.*

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