

## ABSTRACT

In business, strategy is a keyword because strategy is one of the most important elements in business development so that the company can survive and compete. Strategy requires thinking about the future, from the short term to the long time. This is because business is dynamic and always changing. There are profits and losses, many and few buyers, and sometimes traders experience extensive profits and losses until bankruptcy. Therefore, business owners must consider the right strategic planning to increase profits and survive competition. In formulating, entrepreneurs must have a basic understanding of how companies or organizations create, deliver, and capture value through a business model framework. To be able to compete and develop the Jaya Keramik Indonesia building shop has one way that can be done, namely by creating new strategies that can make changes towards sustainable business development. However, more than strategies is needed to help in business development. Jaya Keramik Indonesia's building shop must have an effective and efficient business model.

The advantage of the Business Model Canvas is that it can describe the concept in a simple, clear and transparent manner related to the current situation of Jaya Ceramics Indonesia's construction business. By mapping the contemporary Business Model Canvas and analyzing all the strengths, weaknesses, opportunities, and threats of the Jaya Keramik Indonesia building shop, it is hoped to achieve a competitive advantage and increase revenue. To achieve these goals, a business strategy can be developed by mapping the business model of the Jaya Keramik Indonesia building shop and evaluating it.

This study, the authors used the Business model canvas approach to map the business model of the Jaya Keramik Indonesia building shop. The research method used is descriptive qualitative. Direct interviews with informants carried out data collection techniques. In this study, a business model canvas approach supported by business environment analysis was applied, with the aim of proposing a new business model for Toko Jaya Keramik Indonesia. The nine elements evaluated, it was identified that there were three elements that could be improved, namely on the value proposition, customer relationship, channels and cost structure.

*Keywords: Business Model Canvas, Business Development Strategy, Building Materials Store*