

ABSTRACT

Abo Farm is an agrobusiness group located in Nengkelan Village, Ciwidey, Bandung Regency. Currently Abo Farm known as a packing house which provides a wide variety of healthy vegetables. Its products are distributed to some local markets and exporter companies. This research designs a business model for a new business that offers vegetables, spices and other cooking need for middle and upper class housewives using delivery order system. This research uses framework of Business Model Canvas that consists of 9 building blocks: Customer Segments, Value Propositions, Channels, Customer Relationships, Key Resources, Key Activities, Key Partners, Cost Structure, and Revenue Streams. These 9 components will be designed and adapted to the needs of the customer and the company's ability to create value that will be offered to the customer.

Key Words: Business Model Canvas, Customer Segments, Value Propositions, Channels, Customer Relationships, Key Resources, Key Activities, Key Partners, Cost Structure, and Revenue Streams.