

## ***ABSTRACT***

*Small Medium Enterprise Ikhlas Quail Farm (IQF) is a business engaged in the field of quail cultivation in Kampung Ciburahol RT. 1 RW. 20, Rajamandala Kulon Village, Cipatat District, West Bandung Regency. Along with the increasing competition in this industry led to the need for business development held by IQF. Therefore, it takes an overview and guidance in order to drive the business. The design of the business model is a solution in order to map out, design, and direct any component that can support the cultivation of quail cultivation owned by IQF. The design of IQF business model in this research is conducted by Business Model Canvas approach. The result of this research is nine components of IQF business model. The first nine components of the business model are target markets of IQF. Second, value proposition. Third, channel. Fourth, customer relationship. Fifth, revenue streams. Sixth, the resources that must be owned. Seventh, the key activities. Eight, partners who work together. Ninth, cost structure.*

*Keywords: IQF, Quail cultivation, Business Model Canvas.*