

## ***ABSTRACT***

*UMKM Mitra Bahtera is a business engaged in the field of catfish farming located in Soreang Banjaran Street Number 5 Kampung Bandawa Bandung regency. Along with the increasing competition in this industry led to the need for business development held by SMEs Mitra Bahtera. Therefore, it takes a picture and guide in order to direct its business. The design of business model is a solution in order to map, design, and direct what components can support the running of catfish farming business owned by SMEs Mitra Bahrera. The design of business model of UMKM Mitra Bahtera in this research is done with Business Model Canvas approach. The result of this research is nine components of MSME Partner business model. The nine components of the first business model is the target market targeted by SMEs Mitra Bahtera. Second, the proposition of value offered. Third, the channel used. Fourth, customer relations. Fifth, income stream. Sixth, a must-have resource. Seventh, the main activities to do. Eighth, a must-have partner. Ninth, the cost structure to be incurred.*

*Keywords: UMKM, Catfish farming, Business Model Canvas*