

ABSTRACT

This research was conducted with the aim to know business model from Asis Adnan Malik with Business Model Canvas approach, then to know the strength, weakness, opportunity, and threat from Asis Adnan Malik with SWOT, so as to suggest strategy for business development Asis Adnan Malik. Business Model Canvas (BMC) is a business model that illustrates the rationale of how organizations create, deliver and capture value. While the SWOT Analysis is a systematic identification of the strengths and weaknesses of the organization and the opportunities and environmental threats outside the strategy that presents the best combination of the four. The object of this research is Asis Adnan Malik located at ITC Kebon Kalapa and Pasar Baru Bandung. The research method used in this research is qualitative research method. Qualitative research method is a research method that involves the analysis of data in the form of description and the data is not directly quantifiable. In this study, there are four speakers, the owner of Asis Adnan Malik, two competitors of Asis Adnan Malik, and administrator of ITC Kebon Kalapa. The results of this study are expected to provide knowledge, insight, and information in the field of business development strategy, and can be a useful input for Asis Adnan Malik to be able to grow its business with a strategy recommendations and new business model canvas recommendations, so Asis Adnan Malik can continue to compete with its competitors and its business increasingly developing.

Keywords: Business Strategy, Business Model Canvas, SWOT, Business Model.