ABSTRACT

This Study Conducted to determine Condition of Sme Bubur Ayam Canton used by Bussinnes Model Canvas Method. The purpose of doing this research is to know the existing condition from Sme Bubur Ayam Canton and mapping an overview of the development plan
Sme Bussinnes Bubur Ayam Canton used by Bussinnes Model Canvas Method in PETA road Moh Toha, Bandung City.

This research uses qualitative method with descriptive research type that is research method that contains exposure or description something. The subject of this research is the informant, with the number of informant as much as 2 people informant. Data Analysis Techniques used data analysis conducted through in-depth interviews to 2 informants, observation, and supported by other documents such as pictures, notes and ect. The results of this study illustrate the development plan of Sme of Canton Bubur Ayam Canton through 9 blocks of Bussiness Model Canvas.

Elements of *Customer Segment* Target Community who are looking for breakfast in the morning as the main target, after the family, government agencies and companies. Element *Value Proposition* Saying greeting to every customer, Typical Syari'ah impression coupled with wearing Muslim clothes, Elements of *Customer Relationship* Creating a Delivery system, Element of *Channel* adds Go food from Social Media (Instagram & facebook) Optimization of marketing by spreading brochures, Element *Revenue Stream* suggests to order Orders from schools and Factory Orders, Element of *Key Activities* Suggesting Packaging details for multiple orders in companies or government agencies, Element of *Key Resources* add employees to optimize performance of the Bubur Ayam Canton Element of *Key Partnership* researchers suggest the addition of New Investor partners (Financial) to increase capital, Frainchaise System to expand business, GoFood register to expand market, Beverage Company Like Sosro get beverage partner and branding, Cost Structure Element researchers suggest Salary Cook (Ibu Wulan), Salary (Kang Asep) to work professionally, Set aside funds for maintenance of assets such as carts, tables, chairs & tents.

Keywords : *Bussiness Model Canvas and SME (Small Micro Entreprise)*