

## ABSTRACT

Business travel and Hajj And Umrah travel developments in Indonesia have private parties Posted enthusiasts. Recorded data is owned HIMPUH Posted hearts (Umrah and Hajj Organizers Association Special) There is an increased interest in the Operator umroh From 2009-2014. Search Google Articles an increase ITU organizers, the organizers certainly compete MAKE same One Others FOR gain Many pilgrims. Strategy-Development strategies were drafted Posted Organizers FOR ANY develop its business so that Could Keep walking amid intense competition. Husband research aims to find out how Business Development services of Umrah and Hajj WITH approach the business model canvas. Alone Indonesia has a quota of 200,000 pilgrims per year. Quota The Number: Available For Indonesian pilgrims would be issued ITU Posted Saudi government channeled mins ago To The ADA Travel agency in Indonesia. The few worshipers Must Wait OR BECAUSE waiting list for Determination Equity quota of the Government of Saudi Arabia, regarding the situation in the Holy Land is related ABOUT supporting infrastructure and pilgrims. Research Design Used hearts husband is a sequential order of discovery exploration OR. The combination of research methods combining qualitative and quantitative research methods Operating sequence, in which the First Stage ON USING Research Qualitative Methods And prayer TO USE ON Stage quantitative methods. Business Model Canvas Is A Form Template Graphics visual Shaped table containing nine building blocks that are used to create an innovative business. The ninth block includes four hearts in the Main Field Business One, ie customers, OFFER, infrastructure, and financial viability

Keywords: Business Development, Business Model Canvas.