

## **ABSTRACT**

*PT Duta Nusantara is a manufacturing industry company that conducts activities in the form of production facilities and educational aids. Increasing the needs and competition in this business requires PT Duta Nusantara to develop its business strategy to maintain and expand the market. The research uses the Business Model Canvas and SWOT analysis techniques. The purpose of this research is to know the current overview of the business model of PT Duta Nusantara, then do SWOT analysis to identify strengths, weaknesses, opportunities and threats, after that conducting the design of a new business model Will then become a reference for the planning of business Development strategy of PT Duta Nusantara. This research uses qualitative research methods. In this research, there are 3 speakers, namely director of PT Duta Nusantara and 2 competitors of PT Duta Nusantara. The results of this research are expected to provide information and insight into Business Model Canvas and in the field of business development strategy. The results of this research are also expected to be useful inputs for PT Duta Nusantara in order to continue to develop its business.*

Keyword : Business Model Canvas, SWOT Analysis, Strategic Management