

ABSTRACT

The purpose of this research is the implementation of business strategy using nine business elements of canvas model in batik gallery agnesa Tasikmalaya City. The canvas business model in Agnesa Batik Gallery business includes customer segment, value proposition, channel, customer relationship, revenue stream, key resources, key activities, key partnership, and cost structure. The research method is conducted qualitatively with data collection techniques conducted through surveys involving research instruments in the form of questionnaires and interviews. This canvas model can overcome and provide solutions to the problems and obstacles of an activity or activity of the company, especially the agnesa batik gallery effectively and efficiently so that the company's goals can be achieved in accordance with the expectations of the company. The application of canvas model business in agnesa batik must be maintained so that the company will be able to compete and get more profit in accordance with the company's expected goals. The contribution that can be made to canvas business design model can bring other business ideas that are more varied and feasible with more depth with the type of patterns of other business models.

Keywords: Business Model canvas, Batik Gallery, Tasikmalaya