

ABSTRACT

Retail is an industrial sector that is related to meeting the daily needs of Indonesian people, and the retail industry is divided into two major groups, namely traditional retail and modern retail where modern retailers are able to cover the shortcomings of traditional retail. In Bandung, the modern retail business industries that sell and supply beef is PT. Berkah Citra Agro supported by the company's retail store "Agro Meatshop".

This study aims to identify and analyze business models at PT. Berkah Citra Agro using the Business Model Canvas approach. After identifying the Business Model Canvas, an analysis of customer segments, value propositions, channels, customer relationships, revenue flows, key resources, key activities, major partnerships, and cost structures will be carried out.

In this study, the research method used was a qualitative method with a descriptive type of research. Data collection techniques in this study were carried out by observation, interviews, documentation and triangulation where the data were obtained from social situations in this study, namely PT. Berkah Citra Agro. The data will then be processed by researchers as material to describe the Business Model Canvas of PT. Berkah Citra Agro.

Based on the results of the analysis, the customer segment of PT. Berkah Citra Agro has Customer Segment, namely the community and business industry in Bandung. Value propositions with the best and most complete quality products at competitive prices, and simple retail store designs with a café & restaurant concept. Channels used through online such as social media and online applications, as well as offline such as direct sales. Customer relationship are built and maintained through the customer's own experience, direct sales, the latest offers and suggestion boxes. Revenue Stream received is through investor funds and product sales. Key resources are employees and company assets. Key activity lies in the production process, sales until the offer works together. Key partnership that is woven is collaborating with investors, banks and motorcycle taxis online. Cost structure in the form of production costs, employee salaries, up to maintenance costs

Based on the research result, to support the depiction of the Business Model Canvas 9 building blocks, PT. Berkah Citra Agro should provide a more specific price discount to customers, provide membership cards, utilization of social media and also reprocess meat left over from cutting production.

Keywords: *Business Model Canvas, Business Model, PT. Berkah Citra Agro*