

ABSTRACT

CV. Kayakayu Jepara is a company engaged in the bioenergy industry in terms of providing fuel for large industries and people who are small traders. The consumer segment of CV. Kayakayu Jepara, namely all industries or UMKM that have something to do with the use of briquettes or charcoal in their industry or business, for example, large companies that require briquette fuel to run their production equipment or small traders who use briquettes or charcoal to fuel their food business. In addition to providing fuel, CV. Kayakayu Jepara also reprocesses sawdust from industrial waste into wooden blocks which can later be used to make furniture. Therefore the market segment of CV. Kayakayu Jepara also has the potential to expand more widely. Making a business model canvas is done by making a map of 9 building blocks, this can help CV. Kayakayu Jepara to improve competitiveness and coupled with the included SWOT analysis to support the making of this business model so that CV. Kayakayu Jepara can find out how to overcome their weaknesses (Weaknesses). In addition to SWOT analysis, the aspects needed to develop a business model canvas are customer profiles obtained from customer opinions of the company and also environmental analysis that examines external factors and the business environment of CV. Kayakayu Jepara company. From the results of research that has been conducted on the company CV. Kayakayu Jepara, the results obtained in the form of a proposed business model from CV. Kayakayu Jepara proposed by researchers.

Keywords: Business Model Canvas, SWOT Analysis, Environment Analysis, Customer Profile