

## **ABSTRACT**

*Infineeds is a startup engaged in online marketplace services for household needs, especially laundry. The current online marketplace business can be considered as a fairly competitive business, especially for Infineeds which is a new business or startup. Therefore, it is important for Infineeds to prepare a mature business model and sustainable business development strategies. The business model canvas (BMC) was used to analyze Infineeds' current business model. With a SWOT analysis approach, alternatif business development strategies are obtained that are in accordance with the company's internal and external environmental conditions. The weighting using QSPM is done to get alternatif priorities for business development strategies. The priority alternatifs are then included in the BMC as a new component. The results of the analysis show that Infineeds is in a growth oriented strategy position, which is to take advantage of internal strengths to take advantage of as many opportunities as possible with the highest alternatif development strategy is the strategy to increase website speed and SEO as well as the development of a business model canvas on the components of channels, key activities, and key partners.*

**Keywords— BMC, SWOT, QSPM, business model, business development strategy**