

## **ABSTRACT**

*Martabak Legit is an individual company, which is managed by Mr. H. Muharram which was founded in October 1993. The high level of competition in the city of Bandung in similar business fields, it is necessary to make an effort to maintain the existence of the business, a strategy that can be applied in the future is needed, therefore a comprehensive SWOT analysis is needed. Based on the SWOT results, a business model development plan was prepared using a business model canvas approach.*

*The purpose of this study was to determine and analyze the conditions of the Martabak Legit business model seen from the Business Model Canvas approach, Strength, Weakness, Opportunity and Threats (SWOT) at Martabak Legit, and the Martabak Legit business model developed using the Business Model Canvas approach.*

*This research is a descriptive study with a qualitative approach, data collection techniques are using the method of observation, interviews and documentation. The canvas business model analysis tool, namely: analysis obtained from key informants who have a direct relationship with the object of research, especially those related to the 9 (nine) elements in the canvas business model.*

*Keywords: Business Model, Business Model Canvas (BMC),SWOT*