ABSTRACT

In today's increasingly complex modern business era, strategy setting is the driving force in the success of a business. The right idea and segmentation are the basis for creating an effective strategic plan. Companies must consider the key factors of the company. In a situation like this, companies should not only look at factors within the company, but also pay attention to external factors that can provide an in-depth perspective in overcoming problems that may occur. Focus on ideas and innovation is the main strategy of companies engaged in the service and product sector. This research focuses on the business strategy that has been carried out by MSMEs Dibumi Coffee and emphasizes the importance of Business Model Canvas as a comprehensive analysis tool. The purpose of this research is to analyze the various opportunities and threats obtained from the external environment and the various strengths and weaknesses obtained from the internal environment which can be a reference for determining the company's business strategy. In this study using qualitative methods used in researching natural objects. The data collection technique is done by tringulation and is inductive. The author is directly involved in interviews with sources.

Keywords: *Business Model Canvas, MSMEs, Business strategy*