

## **ABSTRACT**

The business model is one of the main factors that can influence the performance of a business and is the key to a business in increasing its competitiveness and achieving its goals. Galaxy Petshop is a business in the field of selling pet-related products and services. In the current conditions where the culture of raising animals is increasing, there are also many competitors in the pet shop business sector which means that business actors are required to be more creative in determining strategies in running their business. Apart from that, many business actors do not yet realize the importance of business sustainability in the future (Sustainable Business). This is a barrier to business growth, resulting in the Galaxy Petshop MSME business model becoming less effective, so improvements need to be made to the business model. Improvement of the business model using the Sustainable Business Model method through SWOT analysis to identify various factors, namely strengths, weaknesses, opportunities and threats. Meanwhile, determining strategy can be seen in the SWOT matrix and combined with the Quantitative Strategic Planning Matrix (QSPM) in determining the ranking of the best strategy criteria. This research aims to (1) understand the description of the Galaxy Petshop MSME business model in creating a sustainable business. (2) knowing the position of Galaxy Petshop MSMEs in competitors between similar companies. (3) formulate strategies and find out the results of recommendations for alternative strategies for proposing sustainable business models. The research results show that 1) Determining the Galaxy Petshop MSME business model using the Sustainable Business Model approach is described based on 9 elements. 2) based on the results of the SWOT analysis, the IFAS and EFAS values show that the position of Galaxy Petshop MSMEs is in quadrant I, that in this condition it shows a growth position that is in the best condition which is very possible for expansion, achieving maximum progress. 3) Knowing the strategic value of each block in the Galaxy Petshop MSME Sustainable Business Model element. It was found that the results of the SBM re-design provided an overview of the business model for Galaxy Petshop MSMEs which was oriented towards sustainability by considering 9 element blocks. So the conclusion of this research is that a new business model development strategy is needed to improve and develop Galaxy Pethsop Bukittinggi MSMEs.

**Keywords : MSME, Business Model, Sustainable Business Model, SWOT Analysis, Quantitative Strategic Planning Methods, Petshop**