

ABSTRACT

This research aims to analyze the innovation strategies and business relationships of PT Zafaikar Atan Islamy, a catering company based in Karawang. The study employs the Business Model Canvas (BMC) framework to map nine elements of the business model and understand how the company delivers value to its customers. The main focus lies in identifying strengths, weaknesses, opportunities, and threats within each BMC block.

A qualitative descriptive method was used, with data collected through semi-structured interviews with five informants: the business owner (K1), operational manager (K2), and three institutional clients (P1, P2, P3). Additional data were obtained through direct observation and documentation. The analysis reveals that customer relationships, value propositions, and distribution channels require significant improvement to foster sustainable innovation.

Theoretically, this research contributes to the academic discussion on Business Model Canvas applications in food service industries. Practically, it offers strategic recommendations for PT Zafaikar Atan Islamy to enhance product innovation and strengthen long-term relationships with institutional clients.

Keywords: *Business Model Canvas, Innovation Strategy, Business Relationship, Catering Industry*