

## **ABSTRACT**

Application of Business Model Canvas (BMC) in Pratama Oyster Mushroom Farming in Labuhanbatu Utara Regency, North Sumatra Province. This farming business is one of the horticultural agribusiness ventures with great potential but faces various challenges, such as production fluctuations, limited raw materials, suboptimal marketing, and a lack of structured business strategies. The study uses a qualitative descriptive method with a case study approach. Data were collected through observation, interviews, and documentation involving the owner and farm workers. The results show that the application of BMC in this farming business can map the nine main elements of the business model, namely: customer segments dominated by local communities and culinary business actors; value propositions in the form of fresh, quality oyster mushrooms using rubberwood sawdust as raw material; distribution channels through direct and online sales; and customer relationships maintained through personal service. Key resources include raw materials, simple production facilities, and daily labor. Key activities consist of production processes, packaging, and marketing. Key partners are raw material suppliers and marketing agents. Revenue streams come from oyster mushroom sales, while the cost structure consists of fixed and variable costs. The BMC analysis helps the business owner identify strengths and weaknesses, such as product advantages and partnership networks, but there are still challenges in marketing channels and product diversification. The application of BMC provides a strategic overview for business development, thereby increasing competitiveness and sustainability of oyster mushroom farming in the region.

**Keywords:** Business Model Canvas, Farming Business, Oyster Mushroom, Business Model, Agribusiness.