

## **ABSTRACT**

ERNI. Business Model Canvas Analysis of the Sago Agroindustry in Gampong Geulanggang Meunjee, Kutablang District, Bireuen Regency. Supervised by Mrs. RIANI, S.P., M.Si and Mrs. HAFNI ZAHARA, S.P., M.Si

This research was carried out at the Sago Agro-Industry Business in Gampong Geulanggang Meunjee, Kutablang District, Bireuen Regency, owned by Mr. Muhammad in January 2005. Processing thatch stalks into wet sago flour is one of the most useful businesses in Gampong Geulanggang Meunjee. This research uses Business Model Canvas Analysis. The results of this research indicate that the sago agro-industry customer segment should further expand its market segment to customers who are interested in sago starch, not just focus on regular customers. Or based on the 9 elements of the business model canvas: 1. Key Partnerships describe partnerships carried out by the sago agro-industry which aims to obtain quality raw materials, affordable material prices. 2. Key Activities The main activities are the activities of searching for raw materials, processing, packaging and marketing. 3. Key Resources main resources such as: physical resources, natural resources, human resources, financial resources and intellectual resources. 4. The Value Proposition offered by Agroindsutri Sago offers quality sago flour to customers. 5. Customer Relationship for the sago agroindustry in maintaining relationships with customers is through customer care services to every customer and people around them. 6. Sago agro-industry channels, creating indirect sales to customers and through sago starch transportation services. 7. Customer Segments that clearly target regular customers who are the main target of the processed products. 8. Cost Structure all costs incurred include fixed costs and variable costs. 9. Revenue Streams describes the money generated by the sago agro-industry. The source of revenue for the sago agro-industry comes from the sale of wet sago flour.

**Keywords :** Analysis, *Business Model Canvas*, Agroindustry Sago