

## **ABSTRACT**

Katata is a farmer group in Marangmekar villlage Pangalengan sub-district Bandung. Katata Farmer Group produce and cultivate radish, tomato, bean, zucchini, and other agriculture product. All this time, Katata Farmer Group has only been supplied agriculture product to local market such as Sunpride, Trimitra, and local supermarket. Furthermore, Katata Farmer Group has also supplied agriculture product to exporter.

By high internet penetration and people who used internet as a shop media and high-growth demand for agriculture product, Katata Farmer Group want to start up online business to sell their agriculture product. By this online business is meant to reach end-user agriculture product directly, it is not like Katata Farmer Group doing all this time as a supplier for retailer and exporter. Accession of end-user by Katata Online business can turn out extra profit for Katata Farmer Group. Business characteristic which has been done by Katata Farmer Group is as a supplier. It will different with online business which wanted to begin by Katata Farmer Group that they will give the value to end-user directly by need or technical thing that they need to create online business. Creating this online business is essential to have a guideline that explain how is Katata Farmer Group reach their goal.

This business model is designed as a guideine to implement Katata Online business. Business model will reflect Katata Online business mechanism. Business model canvas is an approach that is used to design Katata Online model business on this research. Value proposition, customer segment, channel, customer relationship, key resources, key activities, key partnership, revenue stream , cost structure are blocks on business model canvas which is also will become output of designing Katata Online busines model.

Keywords : Business Model, Business Model Canvas