

## **ABSTRACT**

*This study aims to determine the description of the business model being undertaken by PT. Cilanggeng Perkasa and determine competitive strategies that are suitable by designing business models that use Business Model Canvas. The type of research used in this study is descriptive with a qualitative approach. The location of the study was conducted at PT. Cilanggeng Perkasa is located in Ruko Coral Blue H / 16 - 378 Kota Deltamas, Cikarang Pusat, Bekasi. Data collection used in this study is by in-depth interviews with an informant who is the owner of PT. Cilanggeng Perkasa, namely Mr Nyanjang Supriatna.*

*Customer Segment from PT. Cilanggeng Perkasa focuses on automotive factories and automotive spare parts, Channels or sales channels can be done directly or delivery, in order to maintain relations with their customers Mr. Nyanjang often invites them to lunch or visit the customer's office, the existing Key Partnership is supplier of mechanical, safety, and so on. Key Activities rely on marketing and sales activities. Then, Key Resources is also an employee who has expertise in their respective fields. Revenue streams originate entirely from product sales, while for Cost Structures itself for salaries, accommodation, and purchases / imports of goods from abroad.*