

Abstract

This research aims to analyze Unggascare's strategy using the Business Model Canvas (BMC) approach. With the background of the poultry industry growth in Bandung, the company plays a significant role in providing comprehensive and innovative solutions. The research method used is qualitative with the BMC framework theory. The results show that Unggascare's BMC strategy encompasses a solid and integrated approach, focusing on key resources such as innovative applications, community communication media, and partnerships with local SMEs. Through direct presence at poultry competition events and active participation in poultry communities on social media, especially on the Facebook platform, the company successfully builds personal relationships with customers in Bandung. Despite facing the costs of application development and dependence on social media platforms, Unggascare has great potential to overcome these challenges by leveraging the growth opportunities of the poultry industry in Bandung, diversifying services, and developing new products. With adaptive and creative strategies, Unggascare demonstrates its commitment to becoming a major player in supporting poultry farmers and communities in the region, while solidifying its position as a competitive startup in the rapidly growing industry.

Keywords: *Unggascare, strategy, Business Model Canvas (BMC), poultry industry, Bandung, start-up*