

ABSTRACT

This study analyzes and formulates the business strategy of PT. Leuwigajah using the Business Model Canvas for enhancement and innovation in the logistics industry. The research focuses on identifying logistics challenges, analyzing the business model, developing business strategies, and providing policy recommendations to improve the competitiveness and operational efficiency of PT. Leuwigajah. This study integrates SWOT, PESTLE, and Porter's Five Forces analyses in evaluating the nine building blocks of the Business Model Canvas. As a result, 26 strategies were developed, consisting of 9 SO strategies, 4 ST strategies, 6 WO strategies, and 6 WT strategies. Through forum group discussions and member checks, 9 priority strategies were identified and categorized into short-term, medium-term, and long-term approaches. Short-term strategies include offering competitive pricing packages, adopting innovative technology, and strengthening relationships with business partners. Medium-term strategies emphasize integrating communication through social media and improving service quality. Long-term strategies focus on expanding the partner network through new strategic collaborations and building innovative and sustainable partnerships. The implementation of the nine building blocks in the Business Model Canvas demonstrates PT. Leuwigajah's comprehensive adaptation to market dynamics and operational challenges, with the ultimate goal of strengthening its market position and supporting the company's sustainable growth.

Keywords: *Business Strategy, Business Model Canvas, SWOT Analysis, Porter's Five Forces Analysis, PESTLE Analysis, Innovation, Priority Strategies*