SUMMARY

PRIHARDINI MUFTI. Analysis Real Estate Business Development Strategy Business at PT Mekar Agung Sejahtera. Supervised by RIZAL SYARIF dan SETIADI DJOHAR.

The Business Model Canvas (BMC) helps the companies in creating their business models based on nine building blocks. BMC is a tool that provides a clear view of what the company needs to achieve and focuses on the strategis elements that matter most and will have the greatest impact to the business. Along with the government program to realize the program of “Satu Juta Rumah” and the need for an unfulfilled housing backlog, PT Mekar Agung Sejahtera as a research model is one of the real estate developer running its business with its own strategy.

The method used in this research was descriptive analysis with Business Model Canvas, Epicenter and External Environment.

The identification result on this research is align each element in the company based on BMC and managerial implementation to recommendation that The need to create Value proposition by further developing the business model of the canvas made the company experiencing the organizational structure of the addition of Research and Business Development division.

Keywords: business model canvas, epicenter, external environment, real estate.