

CANVAS BUSINESS MODEL FOR DEVELOPMENT STUDENT BMT

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This research aims to develop strategic priorities of the canvas business model for student BMT, case studies taken in this paper is BMT FEB Unpad. BMT FEB Unpad taken because this student BMT already quite long activity, starting from 2006, would from this the experience BMT FEB Unpad one of reference model in student BMT's. student BMT is meant here is that overall BMT activities run by student, funds collected, management of the distribution funds by the student. This paper collecting the data from interview to BMT FEB Unpad, by using analytical tools canvas business model, Internal Factor Evaluation Matrix, External Factor Evaluation matrix, and SWOT analysis based on the canvas business model. The result is four elements that became the main focus of each element has a component that is a major focus for the development of student BMT, the first is a key resource in which the worker / management of student BMT focus to developed so that the service BMT students to be optimized through a variety training. The second is key activities, all activities and product development for *maal* and *tamwil* makes BMT for students into microfinance institutions for student. The third is a key partner in which the primary focus is cooperation with the faculty to become DPS (the Sharia Supervisory Board), the students who have a business and need for funding, cooperation with external parties. The four is channels, where the focus was social media because the goal is student, for social media important to publication activities and transparency of financial statements, to provide trust for a trusted financial institution. Elements of the strategy chosen can be a reference for the development of student BMT at other campuses, so the strategy of development of student BMT on college campuses to be more precise.

Keywords: student BMT, canvas business model, development strategy, SWOT, IE Matrix