

**BUSINESS DEVELOPMENT STRATEGY WITH CANVAS
BUSINESS MODEL STUDY ON BUSINESS AND
TECHNOLOGY INCUBATOR STATE POLYTECHNIC OF
BENGKALIS**

Student Name : ALIA
Student ID Number : 5404211398
Supervisor : Wan Junita Raflah, B,Sc., M.Ec.Dev
Student Institute : State Polytechnic of Bengkalis

ABSTRACT

The rapid advancement of globalization and technology emphasizes the vital role of business incubators in fostering economic growth and creating job opportunities. This study examines the business development strategy of the Business and Technology Incubator at the State Polytechnic of Bengkalis, focusing on applying the Canvas Business Model (BMC) framework. The research aims to identify factors influencing the incubator's effectiveness and provide a comprehensive strategy to enhance its sustainability in supporting startups and SMEs. Through qualitative methods involving interviews, documentation, and observation, the study analyzes nine BMC components, including customer segments, value propositions, key activities, and partnerships. The findings reveal that the incubator effectively supports entrepreneurship development by leveraging partnerships, providing tailored resources, and utilizing a strategic approach to operational efficiency. Recommendations include enhancing digitalization, strengthening partnerships, and diversifying revenue streams to ensure the incubator's continuous impact on local economic development.

Keywords : Business Incubator, Canvas Business Model, Bengkalis Polytechnic.