

positioned in the value chain [10]; Afuah and Tucci stated that: "This [the Internet business model] is a set of Internet-related activities - planned or evolving - that allows a firm to make money using the Internet and to keep the money coming [10] ; According to Margareta: "A good business model begins with an insight into human motivations and ends in a rich stream of profits. They are ... stories - stories that explain how enterprises work. A business model describes, as a system, how the pieces of a business fit together [10].

Business models specify the relationships between different participants in a commercial venture, the benefits and costs to each and the flows of revenue. Business strategies specify how a business model can be applied to the market to differentiate the firm from its competitors. Osterwalder and Pigneur define : "Business models can be seen as the missing link between strategy and business processes or in other words the linkage between the planning and the implementation level of a business environment "; According to Bouwman: A business model is a blueprint that describes how a network of cooperating organizations intends to create and capture value" business models for the networked enterprise." He states there four main domains in business models: 1) **Service domain**: a description of the service offering, its added value, and the market segment at which the offering is targeted; 2) **Technology domain**: a description of the technical functionality required to realize the service offering; 3) **Organization domain**: a description of the structure of the multi-actor value network required to create and distribute the service offering (organizational arrangements); 4) **Finance domain**: a description of how risks, investments and revenues are divided over the different actors of a value network (financial arrangements) [10].

3. Conclusion

In an effort to deal with the dynamics and the market increasingly competitive market conditions, it is necessary to make some special efforts so that rattan entrepreneurs can endure. On the effort in developing rattan craft industry the innovative design is really required. In addition, the development, in this case, can be done through several ways, such as: implement business models. The implementation is a necessity in Mies effort in order to survive in the global competition. In general, SMEs entrepreneurs do not recognize and use a business model, but doing business with simple management.

In short, both aspects is effective in efforts to develop the industry of rattan-based Micro and SMEs in Cirebon regency. The goal is that the rattan industry to compete in global and domestic markets. The role of the government as one of the elements Intellectual, Business and Government (IBG) very important in realizing the above aspects. Including implementing policies that support both the above aspects.

4. References

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