

ABSTRACT

Indonesia is slowly begin to get into the digital ecosystem at southeast asia, with the enhancement growth of e-commerce business. The development of startups, web hosting service, and domain service are also increased. Qwords.com is one of the startup which runs web hosting and domain service. The data of Qwords.com since the company created until 2017 shows the increased amount of domain order and slowly reduced in 2018. The data of Qwords.com since the company created until 2017 shows the increased amount of domain order and and slowly reduced in 2018. Based on this problem we can draw the conclusion that the business of web hosting and domain service providers is a promising main is a promising business, but the existence of new competitor in this business activity make web hosting and domain service provider have to have a good business model in order to have strong competitiveness.

This research means to explain the bussiness model of qwords.com based on theory of Bussines Model Canvas which is expected to solve the existing problems and perform SWOT analysis to it's bussiness model to determine the Strength, Weakness, Oppurtunity, and Threats of Qwords.com

Based on this research it is found that Qwords.com is already have a suitable standard bussiness model according to Osterwalder and Pigneur theory and just need to give a discount to the customers who buy more than six domain at the same time, customer segment by focusing on UMKM, adding influencer endorsement for channels sections, adding purchase service domain for revenue stream section, conducting auction domain name and organizing business registration. key resources, cooperate with other bussiness partners specifically and give training to the employes based on what they are capable of. key partnership, need to cooperate with Department of Cooperatives and Small-Medium Enterprises. key activities, add the protection to the standard of product quality, the development of Uptime quality & Page load time based on access speed of customers.

Keywords: Business Model, Business Model Canvas, SWOT Analysis, Web Hosting

