

ABSTRACT

To make a business can run well and successful, certainly requires the ability of good governance, it is an important factor that can help the business to grow, especially for new business. One of the capabilities of good governance must possess is the ability to implement a business model as the basic concept in business development.

Business model is one of the factors that can influence the performance of a business and as the key to improve business competitiveness and achieve business objectives, business model is a model that gives an explanation of how a business can gain profitability and who are the customers of the business, the role of business model is important in determining the survival of some business. One tool that used to assess a business model is the Business Model Canvas, because it has contributed to the use of an organization's business model. Business Model Canvas is more focused on the implementation of an idea to create value in an organization.

The purpose of this research is to analyze and evaluate the implementation of business model on Laundry Bar as a new business. The theories used in this research is the theory of business model canvas and SWOT analysis. This research is using descriptive method and the type of analysis used in this research is qualitative analysis by using in-depth interviews to collect primary data that required in this research.

The output from this research is the evaluation from Laundry Bar's business model based on the SWOT analysis of each element of the business model canvas. The evaluation is for giving more attention to service quality and not focused on cost minimization anymore. Thus, the business cost structure could change from cost-driven into value-driven. As expected, with this evaluation of business model through this research, the results can be useful for Laundry Bar's business development and sustainability in the future.

Keywords: *Entrepreneurship; Business Model; Business Model Canvas*