ABSTRACT

The business model is a major factor which has an important role in influencing the performance of a business to improve competitiveness and achieve its objectives, the business model is a model that is able to provide an explanation of how a business obtain or achieve profitability and to know who the customers of the business. One effective tool for use in assessing a business model is a business model canvas, being able to contribute to the use of business models. Business model canvas focus on business ideas in order to create value in a business.

In this study, researchers analyzed the business model of Eighteen Nineteen Laundry. This study uses the theory of entrepreneurship, business models, management strategies, and the business model canvas. The study was conducted based on objectives of this study were to analyze and gain a new strategy for the business model used by Eighteen Nineteen Laundry.

The method used in this research is descriptive and type of analysis used in this study is a qualitative analysis by using in-depth interviews to gather primary data needed during the research process.

Results from this study is the evaluation and recommendation of a business model for Eighteen Nineteen Laundry obtained based on the results of SWOT analysis on each element of the business model canvas to improve the quality of services, marketing activities, infrastructure, the financial ability of Eighteen Nineteen Laundry. It is expected that this study can be useful to increase revenue streams and to develop this business in order to become bigger and better in the future.

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