

ABSTRACT

RVN Planner is a company engaged in party planner service. Party planner is a service that helps clients to prepare the desired event. In order to improve its business the company needs a business model in order to describe the important and interrelated variables. Therefore, business model design is done with Business Model Canvas approach in order to describe what variables are important.

The business model that will be designed is Business Model Canvas approach, because BMC can describe any variables that are interconnected completely and provide simplicity of the concept of delivery through nine variables: customer segments, channels, customer relationship, value propositions, key activities, key resources, partnership networks, cost structure, and revenue streams.

The result of this research is the improvement of the nine elements of Business Model Canvas RVN planner after the SWOT analysis of the nine elements of BMC, so that the proposed or effective strategy will be done in the future so that the company can compete with other companies and increase its sales.

Keywords: Party planner, Business Model Canvas, BMC, SWOT