ABSTRACT

PT. Ezio Indonesia is a startup company engaged in the field of IT by offering website development services, smartphone software (Android / IOS), as well as personal computer software. But there are some problems that exist both within the environment within and outside the company so as not to maximize the potential sales that can be achieved PT. Ezio Indonesia. Because of that, it needs an analysis of the business model of PT. Ezio Indonesia to help explain the elements that can help PT. Ezio Indonesia in an effort to increase its sales.

Business Model Canvas is a tool used in mapping the nine element blocks connected with PT. Ezio Indonesia. The nine blocks of elements in Business Model Canvas are Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Cost Structure, Key Activities, Key Partnerships, and Key Resources.

Nine blocks of these elements are obtained after processing the data taken from interviews with PT. Ezio Indonesia. SWOT analysis is conducted to determine the strengths, weaknesses, opportunities, and threats that exist in the nine blocks of elements of PT. Ezio Indonesia. Improvement of business model of PT. Ezio Indonesia also noticed several factors from outside the company such as Market Force, Key Trend, Industry Force, Macro-Economy Force.

Key Word: *Bussiness Model Canvas*, *Business Model*, *SWOT*