

ABSTRACT

Timely supply of raw materials to the company is very important to support an effective and efficient business process. However, supply delays lead to a severe impact on its business processes. This happens to Geoff Max Bandung where the supply of raw materials from suppliers to companies experiencing delays that affect the production process until customer demand can not be fulfilled. This is related to block channels on the business model canvas.

This study aims to create the current business model canvas on Geoff Max using nine blocks of Business Model Canvas (BMC) and SWOT, making recommendations for improvement of business model canvas based on analysis results and designing unified modeling language for business process recommendations based on business model canvas on block channels for use case diagram diagrams, use case scenarios, activity diagrams, sequence diagrams, and class diagrams to be able to strengthen the business process Geoff Max Bandung in the future in the face of increasingly fierce competition.

The research method used is qualitative. Primary data collection is done by digging information through interviews to three narumber namely product manager, operational manager, and financial analysist in Geoff Max Bandung.

Furthermore, secondary data collection comes from articles, previous research, books, and related reference journals. The results showed that Geoff Max Bandung has fulfilled nine blocks Business Model Canvas.

The results of the evaluation of the research show the need for recommendation improvement business model canvas on block key activities, key resources, and channel. The researcher also created a unified modeling language design that refers to the business model canvas in block channels such as pre-order product, product delivery, quality control of products, distribute products, check the products, and product marketing to Geoff Max Bandung. In addition to the unified modeling language consists of five actors, namely: product development team Geoff Max Bandung, manufacturer, warehouse Geoff, distributor, and end customer.

Keywords: *Geoff Max Bandung; canvas business model; SWOT; unified modeling language; block channels*