

ABSTRACT

Cahaves Studio is a new company that will stand in computer animation and visual effect. Customer segments targeted by Cahaves Studio are film and video game company who produce film and video game on co-productions or outsourcing basis. In computer animation and visual effect industry there are many ways for a company to create, deliver, and capture values. Business model design is a way to design how a company creates, delivers, and captures values to make the company more competitive. One of the framework which can be used to design business model is Business Model Canvas (BMC). This research designs business model for Cahaves Studio using BMC, which involves environmental analysis, customer profiling and SWOT analysis, value proposition design and design of full canvas. The business model that resulted in from this steps is evaluated using seven business model questions to determine the competitiveness of the business model. Based on this evaluation, there are suggestions to improve the competitiveness of Cahaves Studio. Some ideas that need to be highlighted are value proposition which offers interactive product preview and dynamic delivery, and the usage of the achievable newest technology.

Keywords: Business Model, Business Model Canvas, Value Proposition Canvas, SWOT, Computer Animation