

ABSTRACT

Dinni Batik is a home industry company that offers various batik products with various batik motifs. The sales and production of Dinni Batik are being unstable. Furthermore, there are more competitors in this industry. Based on this, Dinni Batik needs to evaluate its business models in order to be more competitive. This Final Project aims to evaluate the business model of Dinni Batik using Business Model Canvas. The first step is mapping the current Dinni Batik business model, where data is collected through observation and interviews. The next step is customer profiling which is conducted by interviews to Dinni Batik customers to create a customer profile. This step is followed by analysis of the business environment in which data was obtained through literature studies, and the next is filling in the questionnaires by the managers of Dinni Batik to tell about their perception about SWOT on aspects of the value proposition, cost and income, infrastructure and Dinni Batik customer relations. Based on those data, the next step is the development of new business strategy on Dinni Batik. The results of these steps will be used to design the value propositions that are fitted to its customer profiles, and design the proposed business model canvas on Dinni Batik. There are several improvements for the business model of Dinni Batik, including: value propositions block, customer relations block, channels block, and key resources block.

Keywords: Business Model Canvas, Business Model Evaluation, Dinni Batik