

ABSTRACT

Holmesick.Ltd is a convection company which produces outwears, by carrying out concept of 'simple but not out of date'. The consumer segment that is targeted by Holmesick.Ltd is teenagers. The number of sales growth that declined in 2018 is an indication of the need for an evaluation of business model to remain competitive. One thing that can be done is to visualize and assess a complete business model map using the business model canvas (BMC). In this study, the initial step is mapping the current business model of Holmesick, .Ltd. The next step is identifying customer profile and conduct an analysis of the current business environment. The next step is to conduct a SWOT analysis for each block in the business model canvas to formulate a strategy for each block. After conducting a SWOT analysis, a new value proposition design is carried out and followed by making improvements in each block so a new business model can be created to increase Holmesick.Ltd's competitiveness in the convection industry. Important points that should be highlighted are: sales channels, customer relations, partnerships, key activities and revenue streams.

Keywords: Business Model Evaluation, Model Business Canvas, Environmental Analysis, SWOT Analysis, outwear