

## **ABSTRACT**

*Mebel Jati Trisno Furniture is a business engaged in furniture equipment, with a product design concept using simple and minimalist carvings. Even though it has been running for approximately 17 years, Mebel Jati Trisno Furniture has faced several problems. On internal factors, Mebel Jati Trisno Furniture has not been able to maximize the production process so that there is a remaining stock of goods with high volume. In terms of external Mebel Jati Trisno Furniture companies, there are unsatisfactory customer relations, and also the high level of competition to make Mebel Jati Trisno Furniture difficult to compete in the furniture industry.*

*The business model is one way to formulate a strategy to remain competitive and be able to compete by mapping and visualizing the map of the business model as a whole, one method that can be used is the business model canvas (BMC) approach. Through SWOT analysis, the four main areas of business models, value propositions, infrastructure, costs and revenues, and customer relations, aim to find out the strengths, weaknesses, opportunities and threats that will be faced by Mebel Jati Trisno Furniture. Next is to design a proposed strategy by considering environmental analysis and customer profile or the views of consumers regarding the desires and needs of the products offered by the Mebel Jati Trisno Furniture company that will affect the business model. Finally, designing new business models with nine BMC building blocks, namely Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Cost Structures, Key Activities, Key Partnerships, and Key Resources.*

*Keywords : Value Proposition Canvas, Business Model Canvas, SWOT, Business Model.*