

ABSTRACT

UD.ABI an industrial company engaged in manufacturing coconut plant products into shell charcoal, is in the Banten province of Serang city, UD.ABI has internal problems where product capacity cannot maximize sales of the remaining products to be marketed to consumers constrained by quality and price. the problem of the external part of the UD.ABI company, there is a problem in the product marketing section which is not too broad because it is still too focused on one company located in the city of Semarang where there is not extensive marketing. so the promotion of the product is not broad for consumers. So it is difficult to be able to compete against competitors.

The research method used is descriptive qualitative method. In collecting data, research uses interview and questionnaire methods. Interviews and questionnaires conducted to informants who have been selected by purposive sampling technique.

The results showed that UD.ABI already has an existing condition owned by the company in accordance with 9 elements of the business model canvas is complete, examples in the field of value proposition have 70% -90% product quality on fire and selected raw materials, customer relationships by ordering products through the media social namely facebook and whatsapp.

UD.ABI research results require addition, from the existing conditions to the conditions that have been designed by the proposed model, there are additions and stipulations that are designed. SWOT analysis of the 4 main areas of the business model, namely the value proposition, infrastructure, costs and revenues, and customer relationships, from the SWOT analysis produces an opportunity in the value proposition section to develop a verified product, costs and revenues do cross selling, infrastructure do SOP planning. which aims to find out the strengths, weaknesses, opportunities and threats that will be faced by UD.ABI

Keywords: Value Proposition Canvas, Business Model Canvas, SWOT and Business Models.