ABSTRACT

Bisnisista is an application-based startup that focuses on selling women's fashion products. The new startup, which has been running since 2016, has experienced a decline in sales and profits compared to the previous year. This is because Bisnisista has not been able to compete with its competitors, such as the Marketplace which is currently developing. Seeing from these problems, the business model of Bisnisista will be evaluated and proposed a new business model. The approach taken is to use the Business Model Canvas, which is mapping the business model of a business into nine blocks that explain the general picture of the business in a short and easy to understand way. The nine blocks consist of Customer Segments, Value Propositions, Channels, Customer Relationships, Key Activities, Key Resources, Key Partnerships, Revenue Streams, and Cost Structure. The nine blocks will be analyzed and processed using Environmental Analysis and SWOT Analysis tools. The environmental analysis contains the Market Force, Key Trend, Industry Force, and Macro-Economy Force that serves to determine the circumstances outside the business. Then there is a SWOT analysis that serves to find out the weaknesses, strengths, opportunities, and threats faced by a business.

Key Words: *Business Model Canvas*, Analisis Lingkungan, Analisis SWOT