ABSTRACT

Kurnia Konstruksi is a company engaged as a supplier of building materials such as paving blocks, grevel, grass blocks, and bricks. Responding to higher demand, currently there are more and more construction service companies in Indonesia, including companies engaged in supplying construction materials. This increase has made competition in the construction material sector become tighter. Amid the increasing demand for construction services, which of course has an impact on the demand for construction materials, Kurnia Konstruksi actually experienced a decline in income. In order to survive, Kurnia Konstruksi needs to evaluate its business model. Using business model canvas, there are three blocks that need to be improved, namely channel, value proposition and key activities blocks. This study aims to evaluate the business model of Kurnia Konstruksi using business model canvas. The data required to conduct this evaluation are the current business model canvas which obtained through observations and interviews with company owners, customer profiles which obtained through interviews with nine individual customers and ten business customers, and company business environment data which obtained through literature studies. All of the data is used to conduct a SWOT analysis to identify the strengths, weaknesses, opportunities and threats of Kurnia Konstruksi, which are then used to formulate strategies. The next step is to design the new value proposition and business model canvas. The main improvement proposed as the results of the evaluation of the Kurnia Konstruksi business model are the need to add product variations, offering customized products, offering paving block installation services, provide warranty and after sales service, and carry out digital sales and marketing.

Key Word: Business Model, *Business Model Canvas*, Material Construction, Kurnia Konstruksi