

ABSTRACT

Shokitan is a business engaged in Textile and Textile Products (TPT) industry that manufactures bedding needs such as bed linen, bed covers and pillowcases to be sold in their own stores and other stores. This business, which started in 2003 and located in South Jakarta, has experienced a decline in sales so that revenue has also declined compared to previous years. This declining sales was due to increasingly fierce competition and changes in Shokitan's business environment. Recognizing this problem encourages Shokitan to evaluate its business model and to propose a new business model. The evaluation was carried out using Business Model Canvas (BMC). There are 3 data needed in evaluation. The first data is the current business model data obtained through observation and interviews with business owners. The second data is the customer profile obtained by conducting interviews with business customer segments. The latest data is a map of the business environment analysis obtained through the internet and literature studies. These three data are used to conduct a SWOT analysis and formulate a proposed strategy that can be implemented by Shokitan. The next step is creating a value proposition canvas and fitting the value map to the customer profile. Some important improvements proposed from the evaluation resulted from the evaluation are expanding customer segments into the hotel sector, increasing sales by increasing quality and product variations, increasing prices on custom products, increasing the use of information technology as a medium for sales and promotion, increasing production activities, and enhancing good cooperative relationships with partners.

Key Words: Business Model, Business Model Canvas, Shokitan