

## **ABSTRACT**

*X Product is a product of banana chips with chocolate flavor produced by SMEs Kreasi Nusantara. In addition to offering snack products, X Product also offers sponsorship services to help fund activities and consultations for the implementation of the event. X Product has been running since 2017 and is currently experiencing a decrease in sales volume which has an impact on lowering revenue. The company suspects that the decline in sales occurred due to increased competition from both similar products and substitute products, the distribution method and marketing reach that had not been expanded, limited resources and limited product development and also a lack of ability to take advantage of opportunities or predict existing obstacles. To maintain company sustainability, one important factor to consider is the business model. In order for the sustainability of X Product to be maintained, it is necessary to evaluate its business model. This research aims to evaluate and develop the X Product business model using the business model canvas. To evaluate a business model, there are several steps that need to be taken. The first step is to mapping the current business model using the business model canvas, followed by mapping the customer profile and mapping the business environment, which aims to assess opportunities and threats that impact the business. These three data become input for conducting a SWOT analysis to formulate new strategies and create a proposed business model. Some of the important changes proposed from this research include changes in the block of value proposition, customer relationships, channels, revenue streams, key activities and key partnerships.*

*Keywords: X Product, Business Models, Business Model Canvas*