

## **ABSTRACT**

Willy Mully Farming is a hydroponic farmer who serves the Bandung area, West Java, Indonesia. WMF sells high-quality hydroponic vegetables using social media and marketplace. However, there are some problems faced by WMF, such as demand and price fluctuation, limited resources especially land, while the market for hydroponic growing and the competition become tighter. It is necessary for WMF to evaluate its business model. This research aims to evaluate the business model of WMF using a business model canvas. The data needed in this research are existing business model canvas, customer profile and business environment map. The first, the business model canvas, is obtained from observation and interview with the company owner. Customer profile is obtained by conducting interviews with ten individual customers, and the business environment analysis is conducted using data obtained from literature study. All of the information is used to do SWOT analysis to identify strengths, weaknesses, opportunities and threats faced by WMF. The result from this step will be used to formulate the strategies, which will be used to design the new business model canvas. The main improvement proposed from the evaluation is selling seed and hydroponic gardening package.

**Keywords:** Business Model, Business Model Canvas, Hydroponic Vegetable