

ABSTRACT

eFisheryFresh is one of the business lines owned by eFishery startups engaged in fisheries that sell fresh fish such as frozen carp, frozen catfish, frozen carp fillets, and others. In this study only focuses on the segment of individual customers who are customers who buy products for daily needs. In running a business, the company has various ways to create, capture, and provide value to the business to maintain the existence and competitiveness of the company. To do this, this research uses the Business Model Canvas, which has nine interrelated blocks. In this study using the Business Model Canvas framework to evaluate the eFisheryFresh business model. The first step is to map the current eFisheryFresh business model, then create a customer profile in the individual segment by conducting interviews and questionnaires and analyzing the business environment. Next, do a SWOT analysis using a questionnaire distributed to the company, the results of which are used to design new strategies in the business model. The results of the previous steps will be used to design a value proposition that has been adjusted to the customer profile. After that, the next step is to design a new business model for eFisheryFresh. The business model that has been designed will then be evaluated using seven business model questions to determine its strengths. Then the development and improvement of the proposed business model are carried out to improve eFisheryFresh's competitiveness. The following are some of the improvements that need to be made, namely: increasing collaboration with production and cold storage implementers, increasing sales through e-commerce, increasing promotion on social media.

Keywords: Business Model Canvas, Business Model Environment, SWOT, eFisheryFresh, Aquaculture, Value Proposition Canvas, Customer Profile