ABSTRACT

Indrakila Cheese Boyolali is the first cheese factory in Central Java which produces eight variants of cheese. The targeted consumer segments are individual customers and business customers. In running their business, there are several problems including: competitors who offer similar products, inability to take advantage of growing market opportunities and limited product distribution coverage. Based on these three main problems, an evaluation of the current business model is necessary to support business continuity so that it can compete with existing competitors. This study aims to evaluate the current Indrakila Boyolali Cheese business model using business model canvas. This study will only discuss the individual customers segment, because according to the owner, the contribution of this segment needs to be increased. The first step in this research is mapping the current business model canvas. The second step is to create a customer profile. The third step is an analysis of the business environment. The fourth step is to create a SWOT analysis taking into account the current business model canvas, customer profiles and business environment analysis. The fifth step is identifying strategy and designing the business model using all the results obtained in the previous steps. Some improvements that need to be underlined from the evaluation results are: adding premium customers, providing complete services, creating special products, adding digital marketplace sales channels, increasing offline stores and customer service to provide maximum service, increasing membership cards, increasing promotional activities, and joining to become a member of a shipping company (product delivery service) to support the product delivery system so that it can be prioritized and get a discount.

Keywords: Business Model, Business Model Canvas, Indrakila Cheese Boyolali

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