

ABSTRACT

Abstract - Elextra is a startup based on augmented reality technology. Established in 2018, currently Elextra experienced declining sales compared with the previous year. Elextra is still unable to compete with its competitors, such as Octagon, iShalat, which has developed its business. Seeing from this problem, an evaluation will be conducted on the Elextra business model using business model canvas. The evaluation will be started from mapping the existing business model, and the data for this is collected by observation and deep interviews with the company owner. The next step is mapping customer profiles by doing interviews with six individual customers and five business customers. This step will be followed by the business environment analysis, and in this step market forces, key trends, industry forces, and macro-economy forces will be identified to understand the external situation. These three types of information will be used to conduct SWOT analysis, to identify strengths, weaknesses, opportunities and threats. SWOT analysis will result in strategies for Elextra, which will be used to design proposed value propositions and business model canvas. The improvement proposal of the Elextra business model is the reaction of pandemic situation which cause the emerging of huge opportunities for augmented reality usage in online learning.

Key Words: Business Model, Business Model Canvas, Augmented Reality, Elextra