

## ***ABSTRACT***

*RichMonkey distribution is a business that is engaged in the clothing industry. The customer segment of the RichMonkey distribution itself is a teenager. The delivery method for the Canvas Business Model is quite simple, namely through a sheet of paper which is divided into 9 components. Business model evaluation is one of the methods used to increase the company's competitiveness. This study aims to evaluate the RichMonkey distribution business model using the Business Model Canvas framework. The first step in conducting this research is to map the company's existing business model where the data is obtained from observation or interviews, then conduct a customer profile obtained from questionnaires or interviews with customer, and conduct an analysis of the business environment using data from a literature study that aims to analyze opportunities. and the threat that the RichMonkey Distro has. Next is a SWOT analysis to design a strategy for each block as consideration for proposing and designing a business model where the data obtained is obtained from a questionnaire to the company.*

*Keywords: RichMonkey distribution, Business Model Canvas, Customer Profile, Business Model Environment, SWOT.*