ABSTRACT

Rumah Korea *is an online shop that offers a wide variety of skincare and makeup products originating from South Korea.. During its operation,* Rumah Korea *had several obstacles, including a rapid decline in revenue in* 2020 *when compared to the previous year is 2019. Other problems are the limited stock and variety of products sold, the lack of human resources in its business processes and the lack of marketing effort carried out by* Rumah Korea. So, *the company needs to evaluate its business model. This research aims to evaluate the existing business model of Rumah Korea online stores using the Business Model Canvas framework. The first step in this research is developing the existing Business Model Canvas, analyzing the business environment, mapping the customer profile and conducting employee interviews. Furthermore, the data is processed to conduct SWOT* analysis. The *results of the SWOT analysis can help to design the business development strategy to be translated to the proposed Business Model Canvas. The proposed improvements at* Rumah Korea *are in the block channels, value proposition, revenue stream, key activities, key resources, key partnerships and cost structure*.

Keywords : Business model, Business Model Canvas, customer profile, SWOT analysis, environmental analysis, Rumah Korea