

ABSTRACT

Barokah Home Industry is one of the home industries that is engaged in the culinary sector. Barokah Home Industry has been established since 2006 and can survive with their high quality products. However, during 2020, this business experienced a significant decline due to the COVID-19 pandemic, which has been ongoing since March 2020. Other problems faced by the company are the continuous increase in raw material prices, the lack of permanent employees, the customer segment that is only focused on tourists and small businesses and marketing that is only done in own shop and tourist attractions. Meanwhile, during the pandemic, there were closures of tourist attractions and a decrease in the number of tourists. To survive, it is necessary to evaluate the business model of the company. Therefore, this research aims to evaluate and design the Barokah Home Industry business model using the Business Model Canvas. The initial step of the research is identifying the existing nine business model canvas blocks. The next stage is conducting a SWOT analysis to determine the strengths, weaknesses, threats and opportunities to design a fit business strategy, followed by designing value proposition canvas and business model canvas. There are several proposed improvements, namely the addition of new segments in the customer segment block, creation of new products on the value proposition, channel additions, customer relationship enhancement, creation of new revenue streams, creation and enhancement of key resources, addition of partnerships to key block partnerships, and reduction and additional costs to the cost structure.

Keywords— Barokah Home Industry, Business Model Canvas, Business Models Evaluation, Home Industry, Covid-19.