

## **ABSTRACT**

*PT XYZ is a family company that has been established since 1996, which provides hose and machining services, located on Jl Pasir Sari, South Cikarang, Bekasi, West Java. The target of this company is business customers engaged in the manufacturing, automotive, and steel industries. When running the business, PT XYZ experienced several obstacles, specifically decreased income, the availability of goods not matched with incoming order, limited promotions, and only relied on existing customers. To be sustained in an economy which is influenced by a pandemic, a business model evaluation is necessary. This study aims to evaluate the current business model at PT XYZ and designing the new business model using Business Model Canvas. The steps needed are mapping the company's current business model, environmental analysis, and customer profile, which will be used to do the SWOT analysis. The next step after conducting a SWOT analysis is designing a business strategy that affects the value proposition canvas and the nine blocks of business model canvas. Proposed improvements to the business model blocks including improvements in channels, key activities, customer relationships, and value propositions. In addition, several adjustment were made in several business model blocks that were affected by the existing proposal*

***Keywords: Business model, Business model canvas, Value proposition, Environmental analysis, Customer profiling, SWOT, and company***