

## **ABSTRACT**

*Wahyu Tumurun is one of the MSMEs present in Madiun City. Wahyu Tumurun offers Madiun special food products. Currently the company has several problems. The main problem is the decline in income due to the Covid-19 pandemic. Furthermore, there are problems in marketing, in the form of limited sales channels used. In addition, the types of products sold are also limited. In order to compete with its competitors, it is necessary to evaluate the current business model. In this case, research was conducted at the Wahyu Tumurun UMKM which aims to evaluate the business model contained in Wahyu Tumurun by using the Business Model Canvas. In conducting this evaluation, the initial stage is to compile a Business Model Canvas which is carried out by interviewing the owner of the company, then mapping customer profiles through interviews with customers, and conducting an analysis of the business environment where data is collected through literature studies. Then an evaluation of the current business model is carried out using a SWOT analysis. By doing this, the advantages and disadvantages of Wahyu Tumurun can be identified and lead to the existing 9 blocks to improve the business model. The results of the study obtained changes in the value proposition, customer segments, channels, revenue streams, key activities, key resources, key partnerships and cost structure.*

*Keywords: Business model canvas, Wahyu Tumurun, customer profile, environmental analysis SWOT analysis.*