ABSTRACT

Indonesia Putra is a furniture company that focuses on the manufacture and sale of household products such as tables, chairs, and cabinets. Indonesia Putra was founded in 1989 and is currently experiencing a decline in sales and profits from the previous years. This is because Indonesia Putra has not been able to compete with its competitors and there is no optimal use of information technology and has been af ected by the covid pandemic. Considering the problems that exist in Indonesia Putra, then evaluating the business model and designing a new business model of Indonesia Putra is necessary. The approach taken is to use the Business Model Canvas. The data required is qualitative data, which consists of the existing business model, customer profiles and the company's business environment. These data will be analyzed and processed using SWOT analysis. The results of the SWOT analysis will be used to design the proposed strategy, which will be translated into the business model canvas. Some of the proposed improvements include: adding a customer segment, improving value propositions, sales channels, increasing key resources, and several tailored activities to support improvements in Indonesia Putra's business model.

Key Words: Business Model Canvas, Business Model, Customer Profile, Analisis Lingkungan, Analisis SWOT