

ABSTRACT

Kusuma Jaya Perabot is a Jepara wood-based furniture business with tables, chairs, cabinets, and beds products. Currently, the company is having problems such as decreased sales revenue, marketing media that is not maximized, sales and distribution have not expanded, and products which are not met with customer expectation. To survive, it has to evaluate and improve the business model to create better value. This research aims to evaluate the existing business model and design a new business model using Business Model Canvas, which maps the business model into nine blocks, namely customer segments, value proposition, channels, customer relationships, revenue streams, key resources, key partnerships, and cost structures, that describes the business simply and easily to understand. Data needed to evaluate the business model is the existing business model, which is collected through observations and owner interviews, customer profiles which are obtained by doing interviews with ten customers, and business environment data which are obtained through literature studies. The data is used for SWOT analysis which describes internal and external conditions which are used to formulate strategies and design a value proposition canvas that is fit to the customer profile then. The results poured into the proposed Kusuma Jaya Perabot business model canvas. Some of the improvement proposals in the business model are to create new value that matches customer expectations, increase product variances, and create new channels.

Keywords: *Kusuma Jaya Perabot, Business Model Canvas, Customer Profile, , SWOT, Value Proposition Canvas.*