

## **ABSTRACT**

*Eternal Organizer is a company that serves gamers and entrepreneurs by offering products and services related to the interests and needs of these target customers and the opportunity to join the online community platform managed by the company. The company faced various obstacles such as difficulty of increasing brand awareness to its target customers, difficulty of expanding the community managed by the company, the company's channel that does not attract the attention of the customer segment, and the low sales volume of a product offered by the company. This study aims to map the current business conditions, evaluate and design proposals that the company can do to improve its conditions using the Business Model Canvas framework. The research phases were mapping the company's current condition using Business Model Canvas, mapping the customer profile, analyzing the company's business environment, and then conducting a SWOT analysis to design a proposed strategy that the company could do and translated it into the proposed Business Model Canvas for the company. The suggestions and improvements proposed are related to the customer segment, value proposition, channel, customer relationship, key activities, key partnership, cost structure, and revenue stream.*

**Key Words:** *Business model, Business Model Canvas, Online community platform, Eternal Organizer*