

## **ABSTRACT**

*MyLinha Cargo is a logistics company in Makassar, South Sulawesi. The company serves delivery of goods to all parts of Indonesia, both door-to-door and port-to-port. In running its business, there are several obstacles. First, the company has not achieved the expected service level in providing real time information. The other problems are cases of damaged goods during the delivery process, lateness so the business customers get complaints from their customers, the quality of human resources owned by MyLinha Cargo, and higher competition in the business of logistics services while the marketing effort is not carried out properly. Based on these main problems, an evaluation of the existing business model can be useful to support the business continuity. This study aims to evaluate the business model of MyLinha Cargo using the framework of business model canvas. The first step in this research is to map the current business model canvas. The second step is to map the customer profile. The third step is an analysis of the business environment. The fourth step is to accomplish a SWOT analysis by considering the current business model canvas, customer profile, and business environment. The results of this SWOT analysis will be used to formulate a strategy, which is translated into a value proposition canvas and business model canvas. Some improvements that need to be highlighted from the results of the business model evaluation are the addition of business customers, namely the government and MSME actors, strengthening in providing shipping information updated and insurance in goods security, creating services for on-time delivery value proposition, adding marketing channels namely online marketing in the form of social media and websites, creating features feedback customer and giving discounts to provide maximum service, creating evaluation and training employees activities, collaborating with e-commerce to get additional company income from this collaboration.*

**Keywords : MyLinha Cargo, Business Model Canvas, Customer Profile, SWOT Analysis, Business Model Environment.**