

ABSTRACT

CV. Global Scientific is a company engaged in the business of chemicals and laboratory equipment that has been established since 2005, which is located in the Griya Bandung Asri 2 Blok M3 Bandung complex and currently has three employees. In the last three years, the company's turnover has decreased due to competition and has not been able to adapt to the conditions of the times that have advanced. In this study, an evaluation of the current business model will be carried out on CV. Global Scientific with a Business Model Canvas approach that pays attention to nine blocks, namely value proposition, key partnership, key activities, key resources, channels, customer segment, customer relationship, cost structure and revenue streams. From the results of interviews with company owners, data shows that the company has problems that need to be fixed and improved on the business model, including channel blocks, customer relationships, key resources, key activities, key partnerships, revenue streams and value proposition. The first step in this research is to map the existing nine business model canvas blocks of the company obtained from interviews with company owners, then distribute questionnaires to customers to obtain customer profile data. Then look for the business model environmental data obtained from the literature study, after which they distribute questionnaires to the company's internal parties to obtain SWOT data that is used to design the proposed strategy. Then design the value proposition canvas by matching the customer profile with the company's value proposition. After designing the value proposition canvas, the last stage is to design a proposed business model for the CV company. Global Scientific. There are several proposals for business improvement and development, including improvements to the value proposition, key activities, customer relationships, channels, customer segments, cost structure and revenue streams.

Keywords: CV. Global Scientific, business model canvas, customer profile, value proposition canvas, business environment analysis, SWOT analysis