

## **ABSTRACT**

*CV Gilang Putra is one of the local companies in the business of party equipment rental services, which usually accept rental services, installation and provision of party product facilities, the company is located in West Java, Ciamis.. Lightmos has a problem that is the CV Gilang Putra has a problem, namely the company's business model that has not been mapped. The problem solving method used in this final project is a descriptive qualitative method. One method to be able to describe a business model of a company is to use the Business Model Canvas. Collecting data is done by using the method of interviews and questionnaires. The selection of resource persons in this final project uses the purposive sampling technique. The final result of this research shows that CV Gilang Putra already has an existing business model that fits the 9 blocks on the business model canvas. After getting the existing business model, then looking for secondary data on the business model environment and customer profile. The business model environment and customer profile are analyzed using SWOT analysis so that the output of this final project is a proposed CV Gilang Putra business model which is mapped into 9 business model canvas blocks.*

*Keywords: business model canvas, business model environment, customer profile, SWOT*