

ABSTRACT

MP One Stationery is the first office stationery store that uses the retail concept in Metro City, Lampung. MP One Stationery itself is a stationery store that applies the retail concept or known as the retail business in selling its products. By carrying out the retail concept, MP One Stationery customers are free to visit and see all the products sold by MP One Stationery. In business activities, there are many ways for companies to create, deliver and capture the value described in a business model. Business model evaluation is one way that companies need to improve competitiveness in business. This study aims to innovate on the MP One Stationery business model using the Business Model Canvas.

This research is a descriptive (causal) research that uses qualitative research methods. The initial step of this research is to map the current business model of the MP One Stationery company where data is obtained through observation and interviews, after that the value propositions canvas is designed where a fit process is carried out between the value propositions and the customer profile. After the value propositions, the next step is to design a new business model for MP One Stationery using the Business Model Canvas.

Keywords: *Business Model Canvas, Value Propotition Canvas, Customer Profiling*