

ABSTRACT

PT Tyga Raya Gemilang is one of the wood processing industries that produces plywood. The company was established in 2011 and initially only produced veneer, which serves as a raw material for plywood. In 2022, the company started producing plywood itself to achieve higher sales margins. However, during the process, the set production and sales targets were not met due to several factors. In business, there are various ways for companies to create, deliver, and capture value, which can be depicted in a business model. This research will focus on the current business model of the company and propose a new business model. The process of creating a new business model will involve data collection on the current business model, mapping customer profiles obtained from interviews, conducting a business environment analysis, and performing a SWOT analysis based on the data collected. The results of the SWOT analysis will be used to design the overall value proposition canvas and business model canvas for the proposed model. The proposed improvements to the business model include enhancing key resources by increasing the number of employees and reducing contract labor. For key activities, the proposal includes creating SOPs (Standard Operating Procedures) and job desks, as well as improving certain production activities such as production, quality control, and procurement of raw materials, which will impact key partnerships through the addition of raw material suppliers. Additionally, a new value proposition is proposed. These proposed changes will have an impact on the cost structure and revenue stream, involving an increase in costs incurred by the company and a shift in the company's income focus

Keyword: Business Model Canvas, Model Bisnis, PT Tyga Raya Gemilang, Plywood