

ABSTRACT

Project X event organizer is a company engaged in the event organizer. Event organizer Project X is an event organizer company focusing on entertainment. Event organizer Project X was founded on November 20, 2019, to create unforgettable experiences. Through events focusing on the central concept of space adventure as a platform for every occasion, Project X also provides entertainment through Disc Jockey, both resident/non-residents.

This study's results contribute to business strategy research by using Business Model Canvas to analyze and map strategies. The results of this study can be used as a reference for further research and add insight into the business model canvas.

The research method used is a descriptive qualitative method. The primary data collection technique uses semi-structured interviews.

The research results show that Project X needs for regional expansion, taking human resources from outside for the company's progress, choosing the same place but developing a broader theme, and taking other genres to be able to compete better with more robust competitors

The suggestions for Project X Event Organizer is can maximize the factors that have been provided by researchers by improving or utilizing them in running their business.

Keywords: Business Model Analysis, Business Model Canvas, SWOT