

ABSTRACT

Prove is a business that operates in the perfume cosmetics sector. This business was initially founded by two active Telkom University students, on November 11 2021, then Prove began to develop and has five members to carry out its business operations. Initially, this perfume brand was called Muslim.Cool, but this naming method was considered inappropriate because the name Muslim.Cool was too specific for a certain segment. Prove chooses the right strategy to solve the problems faced. Therefore, Prove needs a business model so that it can have a strategy to solve the problems it is facing. The aim of this research is to propose a new business model for Prove using a business model canvas and SWOT analysis (Strength, Weakness, Opportunity, Threat.

The method used in this research is qualitative. Qualitative is a research method used to examine natural objects, the researcher is the key instrument, data collection techniques are carried out by triangulation and data analysis is inductive. The author was directly involved in interviews with sources. Based on the unit of analysis of this research, it is an individual. This research is individual because interviews with informants were carried out individually.

Based on the results of interviews with further analysis, the current Business Model Canvas business model at Prove was obtained by conducting interviews. After that, an in-depth analysis was carried out using SWOT identification. The next step is to design a new Business Model Canvas business model to be proposed to Prove.

Keyword : Business Model Canvas , SWOT, Business Model, Perfume.