

ABSTRACT

Business model is a basic logical of the company to maintain its position and gaining high revenue according to its environmental conditions. Tight competition of internet service provider requires Speedy as a fixed broadband internet service provider owned by PT Telekomunikasi Indonesia (Telkom) to improve its elements business models in order to give more added value to the customers. The study aims to determine that elements which are capable to create alternative benefit value for valuable customers and knowing better the business model innovation that can be implemented by Speedy in the future.

Based on data processing result, there are some elements of Speedy business model that can give positive influences and various creation for its customer, such as customer segments, value propositions, channels, customer relationships, revenue streams, key partnerships, and key resources. The recommendations are such as developing new customer segments, focused on loyal customer special needs, providing more attractive, effective and efficient distribution channels, build up larger network and technology, always updating and creating new revenue stream.

Key words - Business Model Canvas, Speedy, Business Model Innovation, Customer Insights, Environmental Analysis, SWOT Analysis.