

ABSTRACT

KoroHOUSE is a company engaged in creative industry with the concept of being a media platform and property promotion by strengthening creative elements such as making video reviews, other content related to property. KoroHOUSE began in 2018, KoroHOUSE has several problems faced. On internal factors, KoroHOUSE still didn't get the results of its business then KoroHOUSE was still having difficulty to getting a client for cooperation in property promotion. On the external side of the KoroHOUSE company, there are unsatisfying customer relations and also the maximum service that KoroHOUSE can provide to prospective buyers and clients.

A business model is a way to design business strategies by mapping and visualizing a map of the overall business model. One of the method used is business model canvas (BMC) approach through SWOT analysis of nine blocks on BMC, that are customer segments, value propositions, channels, customer relationships, revenue streams, cost structure, key activities, key partnerships and key resources. The purpose is to find out the strengths, weaknesses, opportunities and threats that KoroHOUSE has. Next is to design a proposed business model strategy by considering environmental analysis aspects, customer profile, to find out the desires and needs of the products offered by the company that will affect the business model.

The final step in the research is to design a new business model with nine blocks in BMC.

Key Words: Business model, Business Model Canvas, SWOT, Customer profile, Value propositions canvas.