

## **ABSTRACT**

*PT.XYZ is a company engaged in Business Training & Consulting located in Bandung City. PT.XYZ was established in 2012. Currently, the company cannot achieve its annual revenue target. This is due to problems in terms of marketing such as the absence of employer partners and limited marketing activities, limited employees, and increasingly fierce business competition in similar fields. The solution to PT.XYZ problems can be overcome through an evaluation of the current business model so that the best solution can be found using the Business Model Canvas (BMC) method. This research data collection was obtained from interviews with customers to find out the customer profile and business model environment and the distribution of questionnaires to determine SWOT by utilizing the company's internal resources. From the results of the data analysis, the business model canvas is then designed, verified and validated. Verification is carried out with the research supervisor and the owner of PT.XYZ. Furthermore, the proposed business model will be designed mock up which will be used for the validation process by the owner of PT.XYZ. The design results obtained in this study are to make improvements to the customer segment block by expanding the customer segment in Indonesia, the customer relationship block by providing service guarantees, means of feedback and service incentives, the channel block by participating in MSME events to add potential markets, the value proposition block by adding service bundling packages, service variations, services through the website, creating product substitutions and in the key partner block PT.XYZ can collaborate with INKINDO, an MSME event organizer to develop its business. Through this proposed business model, PT.XYZ hopes to increase annual revenue targets and improve business performance to reach potential markets. The proposed solution related to value proposition can be implemented in the form of a website mockup that can be used by PT.XYZ as a place to create services.*

**Keywords:** *Business Model, Business Model Canvas, PT.XYZ, Mockup.*