

ABSTRACT

TWS Petshop is a small and medium business engaged in retail and service services. TWS Petshop provides all types of pet needs such as food, medicine, accessories, and health services. Although TWS Petshop has been running for 3 years, TWS Petshop has faced several problems. The internal factors, TWS Petshop has not maximized unstable infrastructure and sales. The external factors, there is an unfavorable or satisfying customer relationship and the level of competition makes TWS Petshop difficult to compete in the Pancoran area, South Jakarta.

A business model is a way to formulate a strategy to remain competitive and be able to compete by mapping maps of a business model properly. In this research author used business model canvas (BMC) method. Through this method, the analysis used uses SWOT on four main aspects, namely value propositions, infrastructure, costs and revenues and customer relations. The aim is to find out how the strengths, weaknesses, opportunities and threats that will be faced by TWS Petshop. Then, the designed a proposed strategy by considering environmental analysis and customer profile related to the needs and needs of the products and services offered by TWS Petshop.

The proposed strategies will be mapped on the map of 9 building blocks, namely Customer Segment, Value Proposition, Channels, Customer Relations, Revenue Stream, Cost Structure, Key Activities, Key Partnership and Key Resource. The proposed strategy that has been designed will be a recommendation for TWS Petshop. If the proposed strategies are implemented by the TWS Petshop the benefits obtained are one of them increasing the cost and income for TWS Petshop.

Keywords: TWS Petshop, *Business Model Canvas, SWOT, Value Proposition Canvas.*

