

ABSTRACT

Angelina Zanisa Leatherworks is a company engaged in the leather products industry such as leather bags, leather wallets, leather id card holders, and others. The target segments of Angelina Zanisa Leatherworks are individual customers and business customers. Individual customer segment is the segment that make leather products such as bags and wallets as their life style. The business customer segment is group of corporate customers who want leather products such as ID card holders to meet the secondary needs of their companies. In a business activity, there are many ways for companies to create, deliver and capture the value, which can be described in a business model canvas. Evaluation of business model is one of the ways companies need to do to improve their competitiveness. This study aims to evaluate the business model of Angelina Zanisa Leatherworks using the Business Model Canvas framework. The initial step of this research is mapping the current business model of the company, then conducting customer profiling and analyzing the business environment. The next step is a SWOT analysis followed by designing strategies for each block. After strategy design step, a value proposition canvas design can be carried out where a fit process is conducted between the value propositions and the customer profile. After the value proposition design, the next step is to design a new business model for Angelina Zanisa Leatherworks. Improvements that are proposed include adding types and variations of products, creating and improving services to customer segments, creating halal certification of products, increasing product prices based on customer design requests, implementing digital marketing, maintaining equipment, creating new channels through programs memberships and enhance e-commerce transactions.

Keywords: Angelina Zanisa Leatherworks, Business Model Canvas, Business Environment Analysis, Customer Profiling, SWOT Analysis, Value Propositions Canvas.