

ABSTRACT

Companies must be able to adapt to face tight market competition, it is very important for companies to have good business processes. However, Eiger Adventure Store Bandung's sales has decreased from year to year resulting in the counterfeiting of Eiger products.

This relates to the customer relationship block on the business model canvas (BMC), also SWOT activities contained in this company. This study aims to make BMC that is happening to Eiger, make recommendations for BMC improvement, design a unified modeling language (UML), and design a mock up user interface.

The research method used is qualitative. Primary data collection is done through interviews with store manager at Eiger Adventure Store Bandung. Furthermore, secondary data collection is sourced from articles, previous research, books, and related reference journals. Eiger still does not provide education to its customers so there are still many customers who do not know the difference between authentic and imitation products. Recommendation for the company is the addition of new business processes to educate customers in order to be able to distinguish genuine and imitation products.

Keywords: Eiger Adventure Store Bandung, BMC, UML