

ABSTRACT

PT Redkendi Andalan Mitra is a marketplace company engaged in the catering industry but is planning to expand its wings to the wedding organizer industry. The segment targeted by PT Redkendi Andalan Mitra is brides and wedding organizers. In business, there are many ways for companies to create, deliver and capture value. The business model canvas illustrates it all by using nine interconnected blocks. This study aims to design the Redkendi website business model using business model canvas. The initial step of this research is to map the current business model of PT Redkendi Andalan Mitra, based on data collected by doing the observation and interviews with company owner. The next step is mapping customer profiles, in which the data is collected from interviews with brides and wedding organizers. Then the analysis of the business environment is conducted using data from literature studies. All of the data is used to conduct a SWOT analysis to design strategies as a consideration for designing business models. The results of this step are then used to design a complete value proposition and business model canvas for Redkendi in wedding organizer business.

*Keywords*Keywords: *Business Model, Business Model Canvas, Wedding Organizer, Redkendi*