

## **ABSTRACT**

Ghaisaniyara Wedding House is a business that is engaged in planning services and organizing a wedding. The consumer segment of Ghaisaniyara is the customer who will hold activities related to the wedding party. In relation to the high rate of growth in the number of people who are married and the population increasing in Bandung, West Java triggered the increasing growth of wedding organizer services. This has led to an increase in competitors in the wedding organizer services business. Ghaisaniyara Wedding House has an obligation to increase business productivity and evaluate its business models. The aim of this research is to enable Ghaisaniyara to describe its business model on the canvas to facilitate stakeholders to describe what problems occur and describe parts that need to be improved. The business model at Ghaisaniyara Wedding House can become a sustainable business model, prevent a decline in profits and can maintain its business against competitors. The initial step of conducting this research is to map the current business model of Ghaisaniyara Wedding House using the Business Model Canvas approach which has 9 blocks consisting of Value Proposition, Channel, Customer Relationship, Customer Segment, Revenue Stream, Key Activity, Key Resources, Key Partners, and Cost Structure. Create a customer profile and conduct an environmental analysis of the business by using literature studies to analyze the opportunities and threats possessed by Ghaisaniyara Wedding House. Next is SWOT analysis to develop and design a business strategy. After the strategy design is completed the next stage is the value proposition canvas which will later be matched with the customer profile. Then it then designed a new business model for Ghaisaniyara Wedding House so that the business could survive sustainably.

**Keywords :** Ghaisaniyara Wedding House, Business Model Canvas, Customer Profile, Business Model Environment, SWOT, Value Proposition Canvas.