

ABSTRACT

We Like 2 Party Planner is one of event organizer which has been established since April 2016 in Ciledug, Tangerang. We Like 2 Party Planner's customer segments are individual customers, especially the upper-middle class, and corporate customers, specifically companies that routinely conduct brand activation. In running a business, every company has many ways to create, deliver and capture the value described in a business model. In this study, the evaluation and design of the We Like 2 Party Planner business model was carried out to increase the company's competitiveness by using the business model canvas method. This research begins with mapping the current business model of We Like 2 Party Planner, followed by mapping customer profiles, and analyzing the company's business environment. The next step is to conduct a SWOT analysis to design a strategy as consideration for designing the proposed business model for We Like 2 Party Planner. After that, the value proposition canvas is designed and then the fitting process is carried out between the value proposition and the customer profile. After the value proposition is designed, the next step is to design the proposed business model for We Like 2 Party Planner. Some of the proposed improvements include serving new customer segments, creating new channels, creating new products which meet customer needs, increasing customized services and service excellence, reducing transportation, marketing, and decoration costs, increasing collaboration with several vendors, recruiting permanent workers or apprentices, making company SOPs and conducting workforce training.

Keywords: *Business Model Canvas, Business Environment Analysis, Customer Profile, SWOT Analysis, Value Proposition Canvas.*