

ABSTRACT

FARMEET is an application in agritech section which is intended for rice farmers, the concept of this application is similar with market but specifically for the sale of rice, which is rice farmers can sell rice directly to consumers. Business model design is a way for a company describe how to creates, delivers and captures value to make the company have high competitiveness. One of the best Framework to design business model is Business Model Canvas (BMC). Therefore, in the research of designing business model of the FARMEET application will use the Framework Business Model Canvas (BMC). The first step in this research is to create a customer profile and also environmental analysis by using the Business Model Environment of FARMEET. The next step is to make a SWOT analysis which will be used as consideration to design a business model. The business model that has been designed will be evaluated using seven business model questions to find out how the level of competitiveness of the business model. After evaluating the business model with seven business model questions, the next step is to make improvements and give proposals on the business model, therefore FARMEET's power increases. The final result of the improvement and proposal on the design of the business model, is used for FARMEET business model proposal.

Keywords: Business Model Canvas, Business Model Environment, SWOT, Value Proposition, Business Model, FARMEET