ABSTRACT

PT. Rimbun Nan Hijau is one of the industries engaged in the manufacture of non-subsidized fertilizers. PT. Rimbun Nan Hijau produces several types of high quality inorganic fertilizers, including Super Phosphate, SP 36, Phoska, Myesha Hara, Mutiara Gold and Super Dolomite fertilizers. Currently the company is still in the process of developing and facing problems in the form of not achieving sales targets due to a shortage of human resources, lack of product marketing media and unattractive promotional content, as well as delays in product delivery to consumers due to lack of transportation fleet. One alternative solution that can be taken to try to solve this problem is to evaluate the current business model. In this study, an evaluation and design of a business model will be carried out with a business model canvas framework. In conducting this research, the data needed is the current business model canvas obtained from interviews with the owners of PT. Rimbun Nan Hijau, then the customer profile obtained from interviews with consumers of PT. Rimbun Nan Hijau as well as the results of the analysis of the business environment obtained through the study of literature. From this data, a SWOT analysis is carried out, the results of which are used to design strategies, which are then used in designing the complete Value Proposition Canvas and Business Model Canvas. There are several important improvement proposals from the current business model, namely: improving the value proposition in the form of adding various types of fertilizer products for fruits, adding customer segments in the form of pond farmers and subsidized farmers who do not receive subsidized fertilizers, adding services and consumer complaints, providing discounts, providing assistance to farmers who become company consumers, highlighting product superiority information on packaging and pocket books, adding websites and sales channels through e-commerce, making order flow easier, creating new innovation fertilizers, utilizing infrastructure from the government, namely roads toll roads, increasing cooperation with suppliers and transportation equipment rental partners, cross selling activities to suppliers, collaborating with related

agencies to introduce more products, increase workforce and improve production machines.

Keywords : PT. Rimbun Nan Hijau, *fertilizer, Business Model Canvas, Value Proposition Canvas.*