ABSTRACT

Rockzoneinc is a business engaged in the fashion industry. Rockozneinc has an online shop that provides t-shirts, all T-shirt products at Rockzoneinc have Superior Soft Cotton. Rockzoneinc has been running for 10 years, Rockzoneinc is experiencing several problems that occur. On internal factors, Rockzoneinc is still unable to maximize a stable sales process with the existing infrastructure. In terms of external factors, there is a lack of good relations or satisfying customers and it is difficult to compete with Rockzoneinc competitors in Indonesia.

The business model is a tool to formulate a strategy to stay competitive and be able to compete by mapping a map well on the business model. Business Model Canvas (BMC) is one of the methods used. With this method, SWOT is used to analyze four main aspects, namely value proposition, infrastructure, costs and revenues as well as customer relations. Knowing how the strengths, weaknesses, opportunities, and threats will be faced by Rockzoneinc is the goal. Then the proposed strategy is designed by considering the Value Proposition Canvas, environmental analysis and customer profile for the wants and needs of the products and services offered by Rockzoneinc.

Through 9 building blocks including Customer Segments, Value Proposition, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships and Cost Structures, the proposal strategy will be mapped. Rockzoneinc will get recommendations for strategic proposals that have been designed in the Key Partners, Key Activities, Value Proposition, Customer Relationships, Channels, Customer Segments and Cost Structure sections. If Rockzoneinc can implement the bidding strategy, it will benefit which one of them increases revenue for Rockzoneinc.

Keywords: Business Model Canvas, SWOT, Value Proposition Canvas, Rockzoneinc.