

ABSTRACT

Biru Bersih is a cleaning service company that aims to help people keep their homes clean. Services provided include daily cleaning, general cleaning, salon toilets and so on. Since its establishment in September 2021, there has been a problem, namely the non-achievement of the sales target for Biru Bersih's services which will affect the profit earned by Biru Bersih. Some of the factors that cause this problem are the ordering process using only Whatsapp, the lack of awareness of the Biru Bersih brand, the variety of services offered is not yet diverse compared to competitors, the price offered is still higher than competitors. To overcome this problem, it is necessary to make improvements and innovations that involve not only one aspect but all integrated business components in the form of a business model. In this final project, the design of the Biru Bersih business model is carried out using the Business Model Canvas. The process of designing this business model is carried out by collecting internal company data through interviews with business owners. Furthermore, interviews were conducted with Biru Bersih consumers to map the customer profile. Then an analysis of the business environment is carried out as Biru Bersih external data obtained from literature studies. After all the data has been collected, a SWOT analysis is carried out and the preparation of the TOWS Matrix is carried out. The developed strategy will become a proposal for the proposed Business Model Canvas. The improvements proposed in the new business model include adding new customer segments, adding security values, adding channels in the form of direct marketing to property companies, and increasing the use of social media and customer testimonials. In addition, it is also proposed to increase key activities, namely promotion, sales and orders, digital marketing training, and after sales service. Sales of cleaning services with new services such as car interiors, Hydrovacuum, and cleaning services for moving houses in the revenue stream.

Keywords: Business Model Canvas, Biru Bersih, Cleaning Service Customer Profiling, SWOT Analysis