

## ABSTRACT

Tropical Orchid Farm is one of the orchid plant cultivators in Bandung City, established in 2018, the problem that occurs at Tropical Orchid Farm is a decrease in income caused by a decrease in sales, a business model evaluation is made by using the Business Model Canvas method, the tendency of decreased sales that occurs, is caused by problems on the production, marketing, and competition with glob competitors and imported products. With this research, it is hoped that it can help Tropical Orchid Farm in mapping a new business model that can increase sales and company revenue in the future, the first stage carried out in identifying problems is conducting interviews with business owners for existing business models, the next stage, designing a business model carried out by conducting a SWOT analysis to understand what strengths, weaknesses, opportunities, and challenges exist internally and externally to the business, Furthermore, identification is carried out regarding the Value Proposition Canvas through these stages, there are several proposals to solve existing problems, on the customer profile the creation of new segments, namely office buildings, housing developers, and wedding vendors, on customer relationships, improved question & information services related to orchids and the creation of membership programs, on channels, increased use of Instagram, Tokopedia, Shoppe, and the creation of Tiktok & Tiktok shop. In the value proposition, new product innovations were created, adding color variations to orchids and new packaging innovations, in key activities, marketing, sales, and product cultivation were improved, in key partners, raw material suppliers were improved, in workers, their expertise was improved, in the revenue stream, orchid rental services were created and online sales were increased, in the cost structure, digital marketing costs were increased. The proposal can be considered by the owner of Tropical Orchid Farm to be able to increase revenue and business growth in the future.

**Keywords:** Cultivation, Ornamental Plants, Orchid, Business Model Canvas, Customer Profile, Value Proposition, Business Environment Analysis, SWOT Analysis."