

ABSTRACT

Prove.co is a business engaged in the cosmetic industry (perfume) with a wide range of perfume products offered to buyers and established since 2021. This business is managed by two students lucky roy saputra and dicky hariyadi. The design of this business model improvement was carried out because Prove.co had several problems in the existing business model such as the value proposition, customer interface, and infrastructure. Therefore, it is necessary to design business model improvements using the Canva business model method.

This research was conducted using qualitative and quantitative approaches with data collection methods through interviews with buyers, market and trend analysis, and literature review. The first stage is an interview with the owner of the Prove.co to get the existing Canva business model, then an interview with the buyer to identify the customer profile, the next stage is a business environment analysis, then conduct a SWOT analysis and TOWS matrix to get a strategy that can help Prove.co the future, then design the Canva value proposition, and fit the customer profile with the Canva value proposition, To create a business model Canva proposed to Prove.co.

The results of this study get a proposed canva business model, namely, improving business models such as value proposition by verifying products and providing free samples and thank you cards, customer interface by creating an official website, selling e-commerce, marketing tiktok and tiktok live, making BPOM labels, providing discounts, making customer interface bottle variants, and infrastructure by bundling products and adding partners in the production process.

Keywords (Business Model Canvas, Prove.co, SWOT, CustomerProfile, Business Model Environment)