

ABSTRACT

PT Sila Agri Inovasi is a company engaged in the manufacturing and processing of tea products and has been established since 2018. The company offers various products and services such as pure tea, artisan tea, and workshop services for customers interested in learning more about tea. The revenue growth experienced by PT Sila Agri Inovasi from its inception until now has been sluggish, attributed to several factors such as low social media engagement rates, sales focused solely on business customers, and excessive employee workload. To address these issues, an evaluation and improvement of the company's business model is needed. One way to conduct this evaluation and improvement is by using the Business Model Canvas method. Some necessary data includes the current business model data obtained through direct observation and interviews with company representatives, customer profile data obtained through interviews with twelve individual and business customers, as well as business environment data obtained through literature studies. All of this data is used to conduct a SWOT analysis to design and formulate strategies that serve as the basis for the new business model design. Based on the proposed business model design results, notable improvements are found in the channel and revenue streams blocks, including the addition of a new channel, influencers, and the introduction of a new revenue stream, merchandise sales, to enhance the tea-drinking experience for customers.

Keywords - *Business model canvas, PT Sila Agri Inovasi, artisan tea, business model*