

ABSTRACT

Healfit is a company that sells diet food products using the ghost kitchen concept, which is currently located in 3 cities: Bandung, Jakarta, and Surabaya. Healfit itself is a restaurant that applies the ghost kitchen concept in selling its food. By using the ghost kitchen concept, it means that there is no dine-in system where customers can eat in the place. In business activities, there are many ways for a company to create, deliver, and capture value as described in a business model.

This research aims to create innovation the business model using the Business Model Canvas approach by identifying the current business model and proposing a new business model with mapping using the 9 interconnected building blocks.

This research is a descriptive research using a qualitative method. The first step of this research is to map the existing business model of Healfit, where the data is obtained through observation and interviews. After that, the Value Proposition Canvas and business environment analysis will be designed, and a fit will be conducted between the Value Proposition Canvas and business environment analysis. After that, the last step is to design a new business model for Healfit using the Business Model Canvas.

The results of this study are in the form of a proposed Business Model Canvas which will be recommended to Healthfit and there are several things that need to be improved from the current Business Model Canvas, for example in the Key Activities section to be improved in terms of Marketing, then what needs to be added is an example of an offline store and also a system inventory taking.

Based on the research that has been carried out, the suggestions submitted to Healthfit are to evaluate and consider implementing the Business Model Canvas proposals that have been found and for further researchers to carry out an analysis using SWOT analysis so that research is carried out more deeply and formulate strategies before submitting proposals.

Keywords: Business Model, Business Model Canvas, Value Proposition Canvas, Business Environment Analysis