

## ABSTRACT

*MSMEs have an important role in supporting the national economy, including in the creative industry sector such as Dimsflorist, which is engaged in floriculture. However, Dimsflorist faces various external challenges, such as market competition and changing trends, as well as internal challenges in the form of limited production capacity and human resources. This research aims to analyze Dimsflorist's current business model, identify customer needs and preferences, understand business environment challenges, and design adaptive business model innovations. The research uses a qualitative approach with a case study method, through the analysis of Business Model Canvas (BMC), Value Proposition Canvas (VPC), and Business Model Environment (BME).*

*The results showed that there were still weaknesses in the aspects of customer relationships, distribution channels, and key partnerships. Based on these findings, researchers designed a new business model innovation by integrating the results of the Value Proposition Canvas (VPC) and Business Model Environment (BME) analysis to strengthen Dimsflorist's value proposition and operational structure. In conclusion, business model innovation based on Business Model Canvas (BMC) supported by the Value Proposition Canvas (VPC) and Business Model Environment (BME) approaches is expected to increase competitiveness and support the sustainability of Dimsflorist's business amid the dynamics of the floriculture industry.*

**Keywords:** *Business Model Canvas, Value Proposition Canvas, Business Model Environment, MSMEs, Business Model Innovation*