

ABSTRACT

Wedo Party Planner is a company providing party planner services in the city of Bandung and has been established since 2018. Party Planner is a service that helps clients to prepare the desired event. The customer segment targeted by Wedo Party Planner is individual customers, i.e. people who want to organize events to fulfill personal needs. Wedo Party Planner has several problems, namely a decrease in the number of sales and revenue of party planning and decoration services, then limited human resources, marketing through social media that has not been maximized and customer segmentation that has not been carried out properly. Therefore, it is necessary to evaluate the business model to improve their competitiveness. The first step in this research to do the business model evaluation is mapping the current business model of Wedo Party Planner. The next step is mapping customer profile of Wedo Party Planner and analyzing the business environment of Wedo Party Planner. Next is to do a SWOT analysis to design strategies for blocks contained in the business model canvas as a consideration for designing the proposed business model. The next step is designing the value proposition canvas including carrying out the fit process between the value propositions and the customer profile, followed by designing the business model for Wedo Party Planner. There are several improvements proposed, including creating virtual parties, offering party decorations that follow trends, providing souvenirs at competitive prices, implementing health protocols in organizing parties (offline), providing consulting services, providing decoration equipment rental services, providing services for graduation parties and wedding parties, establishing promotional relationships with hotels and restaurants, increasing activity through Instagram, providing personal assistance, and offering membership to customers.

Keywords: *Wedo Party Planner, Business Model Canvas, Customer Profile, Business Environment Analysis, Value Proposition Canvas, SWOT Analysis*