EVALUATION APPROACH WITH BUSINESS MODEL CANVAS:
CASE STUDY HOLY SLIME

Kazia Laturette

Ciputra University Surabaya
e-mail: klaturette@ciputra.ac.id

Abstract

Holy Slime is a multipurpose cleaner that has a delicious aroma and a wide range of attractive colors. Holy Slime included in start-up businesses, this can be seen from the old establishment of the company less than two years. As a growing business, holy slime must continue to improve its business model. Repair the business model is to do with the evaluation of the business model of canvas through SWOT analysis. Holy slime canvas business models in the evaluation of the SWOT analysis through scorring each block bmc. The results of the SWOT analysis will be recommendations for the business model of holy slime.

This study Aimed to evaluate the business models using Business Model Holy slime canvas and provide recommendations to the holy slime business model in the future. This research is a descriptive qualitative study using interview techniques, observation, filling the questionnaire and to Holy slime business and owners. Credibility of the data is tested using reference materials. Reference material used in this study is in the form of interviews, questionnaires, photographs sale, reviews their observations to the place of production and operations. Implication of the new BMC evaluated by SWOT that holy slime, start-up businesses are still able to expand its business by expanding customer segment, to cooperate with the distributor companies or electronic gadgets. Income not only by selling products through online but can be managed in association with other products for bundling and through the exhibition.

Keywords: Business Model Canvas, SWOT analysis and strat-up bisnis