ABSTRACT

This study aims to explain the company's efforts to develop and connect old and new business models by innovating an effective canvas business model for the company.This research is a type of qualitative research with a case study approach. Location of research at PT. Nadira Radifa Mandiri (Nadira Dental Clinic). The data were collected by using in-depth interviews with various informants and observations. After all data has been collected and processed, data analysis is then carried out. The analysis technique used is the Business Model Innovation approach to the Business Model Canvas. Data collection through interviews and observations to answer several questions aimed at changing the old business model into a new, sustainable business model for Nadira Dental Clinic business.

The results showed that the Nadira Dental Clinic business strategy model has a value proposition with the largest number of clinic branches in Semarang city, complete types of service from general cases to specialities and prioritizing excellent service. The results of the Business Model Innovation analysis with the Business Model Canvas approach produce alternative new business models using strategy, innovation and technology to take advantage of existing opportunities.The company's business model innovation produces a strategy that is oriented towards service quality, human resource competence, and supports the company's long-term achievement in a more measurable manner. The results of this study also explain that the company has carried out several innovations by measuring the potential within the company by staying focused and striving for the creation of added value that competitors do not have.

Keywords: Business Model Innovation, Business Model Canvas, Innovation, Competitive Advantage

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