

EVALUASI BUSINESS MODEL GYMNAHOLIC FITNESS CENTER

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The business model canvas is represented through nine basic building blocks that show the logic of how a company intends to make money. The purpose of this study was to identify the business model of Gymnaholix Fitness Center and to create new business model alternatives. Data were analyzed by qualitative method. The results show that the Gymnaholix Fitness Center business model describes the companies making money through improving the quality of services to meet expectations of their customers. The creation of alternative business models is proposed to increase growth opportunities and company earnings. The development of the business model begins through a customer driven innovation approach with the concept of experience economy to provide service to new customer segments. The business model innovation of the Gymnaholix Fitness Center fall on category of Business Model Extension that involves expanding core business activities or adding new business models to existing business models.

Keywords: Business Model, Business Model Innovation, Customer Driven Innovation, Business Model Extension, Experience Economy.