

# The business model development for zircon mining industry in West Kalimantan : case study PT Zircon

Novi Natalia, author

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## Abstrak

**ABSTRACT**

Business Model is a framework on how a company runs its business that can give value in every aspects of the business, from its suppliers, customers, partners, employees and even to the environment. This thesis firstly discuss on how the Zircon mining company struggle from the unorganized business process that could become the obstacle in order for the company to growth. Using The Business Model Canvas - Nine Building Blocks established by Osterwaider and Pigneur that can be applied to the Zircon mining industry in West Kaliinantan, the business model can assist the Zircon mining industry in West Kalimantan to enhance its business and keeping track in the Zircon market. This study is done using qualitative research. The research of this thesis shows that Business Model Canvas - Nine Building Blocks that evaluate the company business process from difference aspects such as customer segments, value propositions, customer relationships, channels, key resources, key activities, key partnership, revenue streams and cost structures can be tools to create a suitable business model that help the company enhancing its business process.