Abstract

This project main objective is to design the appropriate business model in developing resort and condotel in Balikpapan. The project scenarios involves performing the project analysis to determine business environments as well as the potentiality of the development location, Project framework which propose the foundation of the business using business canvas strategies, and the business plan to fulfill the final draft of the business model. Though all the scenarios, the primary and secondary output of the project can be completed. The primary output of the project is the business model where as the secondary output of the project is the prototype of the business.

Keyword – Resort, Condotel, Business canvas, Business plan