

ABSTRACT

SMEs Fourstreak is an SME engaged in the fashion industry which is currently in Complex Earth Sundanese village Impun Pasir District of Sindanglaya Bandung. Currently SMEs Fourstreak has made the product a plaid shirt as the beginning of sales by bringing its own brand. However, there are various internal and external problems during production to sales, in the end led to the product being offered is hard sold. Therefore, it takes a picture and guidelines in order to direct the sales efforts. The design of the business model is a solution because it can map out, designing, and directing any components that can support SME business sales Fourstreak. The design of the SME business model Fourstreak in this study conducted by the Business Model Canvas approach.

Results from this study nine components Fourstreak SME business model, which will be served SME segments SMEsFourstreak niche market. Value proposition is to offer quality products, the character of the brand and price. Channel used was offline and online. Customer relationships through personalized assistance and co creation. Revenue streams through consignment system and direct sales. Resources must-have is human resources, physical, and intellectual. Partners who cooperate is a provider of raw materials, convection, and retailers. The main activities of SMEs is the production, marketing, and cooperation with retailers. Cost structure with details of the cost of the resource, the cost of the main partners and main activities.

Keywords— *Business Model Canvas, Brand Identity, SMEs Fashion*

