

## **Abstrak**

*Micro, small and medium enterprises (MSMEs) play a strategic role in national economic development because they not only encourage economic growth and employment, but also equitable distribution of development results (Amalia et al. 2019). The existence of the micro, small and medium enterprises (MSMEs) sector reduces unemployment, this is because the workforce is not absorbed in the workforce. Win's Gokil business is a micro-enterprise that operates in the field of scrubbing kilos of clothes, this business of scrubbing kilos is known as Win's Gokil, which is a different business from the existing laundry business. Laundry is washing and scrubbing clothes. Win's Gokil runs his business in a house located at Pondok Ungu Permai Block C23 No. 4 Kaliabang Tengah, North Bekasi. The customer at Win's Gokil is an average working mom who doesn't have time to scrub. According to Freddy (2013), SWOT analysis is a logic-based analysis that can maximize Strengths and Opportunities while minimizing Weaknesses and Threats. The purpose of SWOT Analysis is to help Win's Crazy companies to identify and know Win's Crazy Strengths, Weaknesses, Opportunities and Threats. Win's Gokil business can implement or implement the proposed business model slowly and gradually. For the business development strategy for the Win's Gokil business, develop the previous business and then provide suggestions for the Win's Gokil business model. The results of the existing canvas business model obtained from interviews with business owners Win's Gokil. The following is a suggestion from the final project that has been done by researchers on the Win's Gokil business. It is hoped that Win's Gokil's efforts can implement the results of the new business model design that has been carried out by researchers. This can make Win's Gokil's business continue to grow and improve its business and compete with competitors.*

**Keyword — Win's Gokil, Business Model Canvas, SWOT**