

ABSTRACT

The rapid development of technology has brought significant changes to various aspects of life, including the SME Hollywood Jacket. The impact of this development is also felt in the economy.

The objective of this research is to design a Business Model Canvas as a strategic tool needed to address the challenges faced by the company and to develop its business, aiming for better performance and quality compared to other companies in the same industry or market.

This research utilizes a qualitative descriptive method with data collection techniques through interviews, observations, and documentation. There were 3 internal company representatives as interviewees.

Based on the interview results, the existing condition of the Business Model Canvas can be considered quite good, as Hollywood Jacket is able to fulfill all 9 elements of the canvas. Subsequently, a in-depth identification of the Business Model Canvas was conducted, reviewed through SWOT Analysis. The results obtained from the internal company conditions revealed 9 strengths and 4 weaknesses, while in the external company conditions, there were 9 opportunities and 5 threats.

Furthermore, the TOWS Matrix analysis tool was formulated to identify the company's strategic factors and map out a new Business Model Canvas. The results indicate 9 elements that need improvement by the company by adding crucial points to each block

Keywords: MSMEs, Business Model Canvas, SWOT Analysis, TOWS Matrix