

## **ABSTRACT**

*Sandiwara Store is a company that engaged in the fashion industry which provides clothing themed music and movies. But there are problems both internally and externally from the time of production to sales, causing Sandiwara Store can not having their maximal revenue. Thus it is necessary to have a business model of Sandiwara Store to help clarify what elements can help farce Store in the continuity of production and sales.*

*Business Model Canvas is a tool that used to map the nine blocks of elements connected with Sandiwara Store both in the production and sales period. Nine block elements that exist in the Business Model Canvas is Customer Segments, Value propositions, Channels, Customer Relationships, Revenue Streams, Key Partnerships and Key Resources.*

*Nine block elements can be obtained after processing the data drawn from the company's competitors and the company the market leader. SWOT analysis is performed to determine the strengths, weaknesses, opportunities, and threats that exist in nine block elements of Sandiwara Store.*

**Kata Kunci:** BMC, Bussiness Model Canvas, Model Bisnis, SWOT