

## ABSTRACT

The development of ukm is keep growing every year in difference provinces Indonesia including west java province. In this era, ukm growth dominated by culinary and fashion. So it is necessary to strengthen their business model in order to survive. Esgotado are ukm of fashion group who have main product a bag, so he require strengthening his business model for agains the competitor. This research aims to Strengthen Analysis Business Model Using Business Model Canvas.

Through this research will be to strengthen the business model of Esgotado using the analysis of the business model canvas as such *value proposition, cost structure, revenue stream, channel, customer segment, customer relationship, key resource, key activity* and *key partner*. In this study also uses additional analysis of Strength, Weakness, Opportunity, Threat (SWOT).

Data collection method is by interviews with three informants from Esgotado. And also using the analysis through a questionnaire that is useful as a complement to the data from three informants.

Based on the results of data processing can be seen that the shape of the business model through the analysis of the business model canvas owned Esgotado is good. However, a few blocks as propotion value, revenue streams, cost structure, customer segments and channels have a high threat and threatening the business model of Esgotado so it is necessary to strengthen. And finally Esgotado will have the form of a new business model in order to survive in the market and can compete with competitors.

Based on the research results, to form a new business model strengthening Esgotado must increase his partner like a new market place, and then using Information Technology in the implementation of the main activities, and then creating database for customers, update and maintain the database of subscribers, see what is given from competitors value in the future. And so Esgotado can determine the exact value provided for customers. Add a channel of media promotion for Esgotado using new online media like pinterest or youtube. And then expanding Esgotado operational costs such as rental offline store and the cost of maintenance database the latter adding revenue streams from new products who created by Esgotado.

Keyword : Entrepreneur, Business Model Canvas, SWOT