

ABSTRACT

Vaga is an SME engaged in fashion products that produce watches. Vaga carrying the concept of fashion accessories is not just a compliment, but also a part of lifestyle or lifestyle. Currently, Vaga is still in the stage of establishing an SME and requires a strategy to find the target market in accordance with the products offered. Vaga business model design in this research is done by Business Model Canvas approach.

Business Model Canvas is a tool used in mapping the nine blocks of elements connected to SMEs both during production and sales. The nine blocks of elements in Business Model Canvas are Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Partnerships, Key Resources. And Cost Structure.

Nine blocks of these elements are obtained after processing the data taken from the supporting data and SMEs of existing competitors. The results of this study nine components Vaga business model that is, customer segment aged 18-35 years, fashion enthusiasts, and urban life style. Value propositions that offer is a strong product quality, comfortable, and neat details. Channel used is online media. Key Resources that must be owned are human resources and physical resources. Key partners working together are suppliers of raw materials, production vendors, packaging vendors, and freight forwarders. Some key activities of SMEs are the procurement of raw materials, production processes, finished product processes, marketing, and sales obtained through Porter's value chain approach. The cost structure is the details of the main activity costs and the main resources. SWOT analysis is conducted to determine the strengths, weaknesses, opportunities, and threats that exist in the nine blocks of Vaga elements.

Key Words : SME, Business Model Canvas, Fashion, Value Chain, SWOT