

## ABSTRACT

Currently bag use not only to the receptacle or a place that used to store goods so as to be carried everywhere .Times along the development of the kinds of many appear bag made of various materials .In this aikori natural leather bag natural leather bag as one of potters leather bag located in semarang standing in 2011 and not yet have the business model , can create a business model right to face the competition and to develop their business .

The purpose of this research is to map Aikori Natural Leather Bag business model using business model approach of canvas, then business model in evaluation using strengths, weakness, opportunity, and threats (SWOT) analysis. After that a new business model was developed as Aikori Natural Leather Bag business development. The data collection method is done through in-depth interviews with 4 internal Aikori Natural Leather Bag who are involved in Aikori Natural Leather Bag business activities. Then supported by questionnaire analysis of strenght, weakness, opportunity, threat to the internal company.

The results of this study stated that the description of Aikori Natural Leather Bag business model is good if viewed from business model canvas. From the research found that Aikori Natural Leather Bag can maximize its strength, proved the strength of Aikori Natural Leather Bag included in high and very high category. The strength of Aikori Natural Leather Bag is in line with the opportunities that exist in Aikori Natural Leather Bag, Aikori Natural Leather Bag's chances come in high and very high category. This opportunity for Aikori Natural Leather Bag can maximize its performance and income. However, the threat to Aikori Natural Leather Bag can be important because it is included in the high and very high category.

From the results already obtained, Aikori Natural Leather Bag is advised to be able to do business development by cooperating with reseller stores, recording important customer databases, providing souvenirs to loyal customers, and following events or exhibits visited by many foreign tourists to expand the market from Aikori Natural Leather Bag.

Keywords: *business model canvas, business strategy*