

ABSTRACT

Business developments, especially SMEs every year continues to grow in various provinces of Indonesia including the province of West Java. In today's development of SMEs are dominated from culinary, travel and fashion, so it needs reinforcement and development of the right business model in order to continue to survive. Java Seven is a fashion group SME that has a main product in the form of shoes and bags that require reinforcement and development of the right business model so as not to lose with its competitors. This study aims to perform Analysis of Business Model Strengthening Using Business Model Canvas. In this research will be strengthening business model that occurs in Java Seven by using business model analysis canvas. After getting the data from the business model of Java Seven will then be used additional analysis of SWOT to strengthen the business model of SMEs Java Seven itself. After that will form the results of strengthening and development of business models Java Seven. Data collection method is done by interviewing two informants from Java Seven. And also analysis through kuisoner which is useful as complement of data to two informant. Based on the results of data processing can be seen that the form of business models through business model analysis canvas Java Seven owned is good enough because the business model currently owned able to meet the Nine element building blocks on Business Model Canvas. But some blocks such as value proposition, revenue streams, cost structure, customer segments and channels have a high threat and threaten the business model of Java Seven so it needs to be strengthened and development. And in the end Java Seven will have a new form of business model in order to stay in the market and can compete with competitors. Based on the results of the research, to form the reinforcement of new business models, Java Seven should add its partners like new market place that will emerge later, then the use of Information Technology in the implementation of the main activities, create a database for customers, update and maintain customer database, see what value is given Competitors in the future. Java Seven can determine the exact value given to customers later, add channels (promotional media) by using new online media such as Tokopedia and Instagram.

Keywords: Business Analyst, Business Model Canvas.