

## **ABSTRACT**

*The fashion know all in Indonesia especially fashion woman , make industries keep creating innovation and creativity to to transform the conservative modernized as a form of demands from the fashion mode in Indonesia .One of them is the development of fashion moslem in Indonesia which continues to grow with the emergence of a number of communities fashion moslem .See the development of woman who close nakedness of using fashion closed and wearing truth , researchers taken the initiative to design and development of fashion woman especially for moslem women in accordance with justice Islamic .This study aims to to identify and prepared business idea fashion ready to wear to moslem women by using Business Model Canvas study in Moris.ka .After identify Business Model Canvas , it will be done analysis on each an element consisting of customer segments, value propositions, channels, customer relationship, revenue streams, key resources, key activities, key partnership, dan cost structure.*

*The experimental work on this, research methods that were used was a qualitative methodology with the kind of research descriptive .The technique of data collection in the research was conducted by means of observation , interview , documentation and triangulation where similar obtained from social situations pertaining to this research fashion which is hoped to make ready to wear Mesz .The data and will be processed by researchers as material for describing new business model moris.ka canvas*

*The result of analysis Business Model Canvas the key partnership covering partner supplier who helped of production process with the aim of gaining resources to optimize the operations of a firm .Then in key activities that is activities production to sales , value propositions by offering the quality of design innovation with pattern that is curved and touch color that characterizes the state of the earth give priority to the comfort when customers wearing Moris.ka products. Customer relationship built several aspects such as get new customer and maintain customers.Customer segment woman to reach teen grown women aged 18 to 28 years in the middle segments up high, key resource of human resources, physical and capital.Then Moris.ka build channel online and offline.Cost stucture from the stands at the cost of variable issued every day.To revenue streams of moris.ka focusing on the sale of products and ready to wear Moris.ka.*

*Keywords: Business Model Canvas, Business Fashion Moslem, Moris.ka*