ABSTRACT

UMKM (Micro, Small and Medium Enterprises) according to UU no 20 2008 is a company engaged in the field of individuals (individuals) or business entities of individuals. The research was conducted at Orange Button located on Jl. Balaweda ASRI 1 NO 14 Bandung as an effort to produce childern's clothes. The purpose of this research is to map Orange Button business model by using business model canvas,analuze Orange Button business model by using SWOT analysis (strength, weakness, opportunity, and threats) to recommend new business model design as Orange Button.

This methode that used in the research is qualitative. The research data collected by conducting interviews to ind out the current business model for Orange Button. Then the researcher used a SWOT analysis quetionnaire to evaluate the ongoing business model in order to provide a new business model recommendation for business development on Orange Button. Sampling technique used in this research is purposive sampling. Then the data is processed interactively and lasted continously to cpmplete with several stages of data reduction, data presentation and conclusions.

*Based on the results of the analysis and discussion, the researcher gives recommendation of new business model canvas for Orange Button that is adding **custom product** which is sold through via online so that impact on the increasing of customer segmentation and income for Orange Button.*

Keywords: UMKM, Business Model Canvas, SWOT.