

ABSTRACT

Cotton.go is a small to medium business engaged in the field of fashion, with the concept of simplicity of product design to be easily combined in the daily activities. Although it has been running for 3 years, Cotton.go has several problems encountered. On the internal factor, Cotton.go has not maximized the production process as well, yet there are remaining product stocks with high volume. On the external side of the Cotton.go company, there is an unsatisfactory customer relationship, and the high level of competition makes Cotton.go difficult to compete in the fashion industry

Business model is one way to formulate a strategy to stay competitive and can compete by mapping and visualizing business model map intact, one of the methods that can be used is business model canvas (BMC) approach. Through SWOT analysis of the four main areas of the business model, namely value proposition, infrastructure, cost and revenue, and customer relationships, which aims to identify the strengths, weaknesses, opportunities and threats that Cotton.go will encounter. Next is to design a proposed strategy by considering the environmental analysis as well as customer profile or the consumer's view of the desires and needs of the products offered by the company that will affect the business model

Proposed strategy that has been designed later will be validated to find out how much benefit will be obtained if the company implements the proposed strategy. Finally, is designing a new business model with nine BMC building blocks: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Cost Structure, Key Activities, Key Partnerships, and Key Resources

Key Words : *Value Proposition Canvas, Business Model, BMC, SWOT, UKM*