

## ABSTRACT

The fashion industry is an emerging and promising industry in Indonesia. Bandung is the one of the largest city creative economy in Indonesia. Applecoast is one of the fashion brands of a fashion industry in Bandung that starts its business through sales on the website, and its market has expanded to overseas. However, Applecoast still needs to develop its fashion brand.

This study aims to describe the Applecoast business model with the framework of the Business Model Canvas and to develop a business strategy that is suitable to be applied to Applecoast.

The method in this study uses a qualitative method, and based on its purpose, this study has exploration characteristics. Based on its involvement, the characteristics of this study did not intervene in the data. The unit of analysis of this research is Applecoast, where the time of implementation is a cross section. Informants in this study were CEO of Applecoast, Applecoast's Marketing Division, and consumers of Applecoast. The analysis technique in this study is qualitative data in the form of descriptive data collection through interviews, data presentation, data reduction, and verification as conclusions from the data that has been obtained. Further analysis is used in the framework of Business Model Canvas and SWOT.

The results of the analysis show that Applecoast's strength is in the brand image that has been known by customers as a local brand that has successfully penetrated the USA market, has online media since the business stands, and remains active in interacting with consumers, and can conduct transactions in it. Applecoast's weakness in sales is still mostly done in offline-stores, because consumers have not fully trusted online transactions. Applecoast's opportunity is that Applecoast started a business through an online store, while Indonesia is the country with the world's sixth largest internet user, and e-commerce trends in Indonesia show positive growth. The challenge faced by Applecoast is the assumption of the people who perceive foreign brands to be better, and the weak protection of local brands in terms of price to foreign brands. Therefore, the strategy that can be used by Applecoast is to re-utilize online channels such as websites and social media to reach a wider market. Besides that, the development of online channels can be used to educate consumers that local brands, especially Applecoast, have the same quality as overseas brands, with support from the Ambassador brand.

*Key Word : Business Model Canvas, SWOT, Applecoast*