

ABSTRACT

The sports industry is one of the aspects that are very important in the economic development, the sports industry is a business opportunity that is not eaten, the market always live because any query is never quiet. Sports apparel demand almost all children start to any elderly fond of wearing a sports shirt, especially sports such as PORDA, pound until the Asian games. PT Vilour Promo Indonesia as one of the businessmen selling sports clothes in Bandung since 1994 to meet demand that is can be costum sports clothes with quality ingredients. Currently PT Vilour Indonesia Promo must be able to optimize marketing to maximize the profit obtained as well as improve competitiveness and can survive in business competition. the purpose of this study is to analyze and develop business models PT Vilour Indonesia current Promo with Business ModelCanvas theory approach. The methods used in this research is qualitative method with type description. Data collection techniques on this research was conducted by means of in-depth interviews and review of documentation of where the data obtained from this research on the social situation, namely PT Vilour Indonesia Promo with the technique of triangulation and the member check as a tool to test the validity of the power. The results of this research is an evaluation and recommendation from PT Vilour business model is obtained based on the results of the SWOT analysis on every elements of the business model canvas that's been done to improve resource owned, adding target segmentation of customers, adding a partner to support business activities, improve and maintain the quality of service provided to customers, improve the pemasaran pada of social media. It is hoped this research can bermanfaat to improve revenue streams and can develop the business to become a bigger and better future in accordance with the vision and mission-owned PT Vilour.

Keywords: Business Model, Business Model canvas, PT Vilour