

ABSTRACT

Bandung is known as a creative city where people have high creativity, as in the case of unique fashion designs. One of the MSME's in Bandung and engaged in the Fashion Industry is Geoff Max. Geoff Max is a company that offers fashion products, especially shoes that have an old school concept with a modern twist. With the growth of MSMEs, the tougher business competition and will affect the company's sales so the company needs to implement a strategy or business model. In 2015-2017 Geoff Max experienced ups and downs of sales. Therefore this study aims to analyze the Geoff Max business model by using the Business Model Canvas approach, it will be carried out an analysis of each element in the nine Business Model Canvas blocks.

This research method uses the Business Model Canvas tool to determine the business model of the company's existing conditions. After that, the Empathy Map is conducted to find out Geoff Max's performance from the customer's point of view, then the SWOT Analysis is also conducted by researchers to determine the strengths, weaknesses, opportunities, and threats that exist in the nine blocks of the Geoff Max Canvas Model Business. After analyzing the results of the research, a New Canvas Business Model will be designed for the company.

The results of the Business Model Canvas analysis are Value Proposition by offering a unique design of an old school concept and material quality. Customer Segment reaches out to students or workers aged 18-30 years who like the old school concept. The Customer Relationship that is built is a responsive and friendly service and online service through social media. Geoff Max builds Channels both online and offline. Key Partners include suppliers of raw materials, collaboration brands, and consignment stores. Then the Key Activities carried out starting from production to sales. Key Resources include Human, Physical and Financial Resources. Cost Structure consists of fixed costs and variable costs. And Geoff Max gets Revenue Streams from 2 types of income, namely online sales, and offline sales.

Keywords: Business Model Canvas, SWOT Analysis, Empathy Map, Fashion Business, Bandung Creative.