

ABSTRACT

Puru Kambera is a company engaged in Muslim fashion for women who sells its products online. The customer segment Puru Kambera targets are customers who buy a product that is used personally to fulfill their daily needs. Business development is needed in a company to meet market needs which tend to always change. Using the Canvas Business Model is a way to develop a business by providing an overall picture of the business which consists of 9 building blocks. This research was conducted to evaluate the business of Puru Kambera. The first step in conducting research is to collect the necessary research data, namely the existing business model by conducting interviews with company owners or management, internal analysis data such as customer profiles by conducting interviews with customers, and external business analysis data by looking for literature studies. Next is a SWOT analysis, by giving a questionnaire to the company with indicators that have been made based on the data requirements that have been obtained. The results of the SWOT analysis are taken into consideration in developing the proposed strategy in blocks of the canvas business model. Then fit the customer profile and value proposition map to find out which proposed strategy is suitable to meet the needs of the customer. Based on the data obtained, the results of research conducted namely the proposed business model for Puru Kambera.

Keywords: Puru Kambera, Business Model Canvas, Customer Profile, Value Proposition, SWOT Analysis.