

## **ABSTRACT**

*Linda Shoes Home Industry is a Micro, Small and Medium Enterprises (MSME), which was founded in 1990. This business, which is located in Bandung City, has experienced a decline in sales since 2018 so that revenue has also decreased. From the results of preliminary observations and interviews, there are three blocks that have been identified as having problems, namely Linda Shoes has not used digital technology to help her marketing, inappropriate value propositions, and limited company resources in producing. Of course, this initial observation requires further study in the form of a more in-depth business evaluation. This study aims to evaluate Linda Shoes's business model using a business model canvas. The initial step of this research is to map the current business model where data is collected through interviews and observations, then create a customer profile by interviewing individual customers and business customers, then conducting an analysis of the business environment where data is collected through literature studies. The next step is to conduct a SWOT analysis which is used to design a business development strategy. The proposal from this business development strategy will be the basis for developing the business model canvas from Linda Shoes. Some of the things proposed as improvements include adding types and variations to products, creating custom products, creating new services, namely create your own shoes, creating new marketing channels through the digital marketplace, and several other adjustments to support improvements to Linda Shoes's business model*

*Keywords: Home Industry Linda Shoes, Business Model Canvas, Customer Profile, Business Environment Analysis, SWOT Analysis*