

ABSTRACT

Idaman Busana Bandung Store is a Micro, Small and Medium Enterprises (MSME) sector engaged in the fashion sub-sector that sells a variety of women's or men's clothing such as shirts, t-shirts, blouses, pants, jackets, sweaters, and underwear ranging from children's until adulthood and currently has 5 employees, the location of the store is located on Jl. Jamika No.74A, Jamika, West Bandung, Bandung City. This study is to evaluate the current business model at the Idaman Busana Bandung Store using the Business Model Canvas approach by paying attention to 9 important blocks, namely customer segments, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partners and costs. structures. From the results of interviews with the owner of the Idaman Busana Bandung Store, Mrs. Irawati M. Noer, it was found that 5 blocks were the problems experienced by the Idaman Busana Bandung Store that had to be repaired and evaluated, namely the channels, customer relationship, key resources, key activities and revenue streams blocks. The steps taken are first to map the current business model based on the results of interviews with the owner of the Idaman Busana Shop then identify the customer profile based on the questionnaires that have been distributed to customers, then carry out environmental analysis using literature study data with the aim of analyzing the opportunities and threats that arise. owned by the Idaman Busana Store. With this data, a SWOT analysis will then be carried out by distributing SWOT questionnaires to the company's internal parties with the aim of getting the most suitable business strategy for the Idaman Busana Store, after that create a value proposition canvas by fitting the value map with the customer profile of the Idaman Busana Store and finally designing the best proposed business model at the Idaman Busana Store. Some of the recommendations given include expanding the customer segment by creating online revenue streams from the market place, creating new channels, creating customer loyalty programs, creating websites and creating digital payment transactions.

Keywords : Idaman Busana Store, Business Model Canvas, Customer Profile, Environmental Analysis, SWOT Analysis, Value Proposition Canvas