

## **ABSTRACT**

*This research is intended to find out how the application of the business model canvas to Sir Sandal's business is to obtain alternative business strategies that will be used to develop the business. This research is focused on Sir Sandal's business which is engaged in fashion which sells products in the form of sandals. This type of research is a descriptive study with a qualitative approach, the data collection techniques used by the researchers used interviews and questionnaires for primary data, while for secondary data, researchers used previous research, supporting journals, and the internet.*

*The results of this research indicate that the implementation of the business model canvas in Sir Sandal's business is described through 9 blocks, namely, key partners consisting of employees, sandal craftsmen, and vendor owners, key activities that focus on product sales, key resources with limited human resources, value proposition consisting of service and product quality, customer relationships that offer discounts and attractive promos, channels through social media, customer segments for students and youth, revenue streams from the sale of sandal products, and a cost structure consisting of fixed costs and variable costs. . The alternative business strategy obtained after a SWOT analysis using the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrix which is then calculated using the Quantitative Strategic Planning Matrix (QSPM) is a market penetration business strategy.*

**Keywords— Business Model Canvas, SWOT, IFE, EFE, QSPM, Business Strategy**