

## ***ABSTRACT***

*The existence of the current fashion industry is expected to continue to develop and stabilize according to the development and growth of existing trends. And with online shopping or e-commerce, it is one of the increasingly innovative technology fields in the field of buying and selling goods and services via electronic networks such as the Internet. One company that uses both is Avaros. Avaros is involved in the fashion sector, especially wallets and bags. Avaros' customer segment includes students, university students and office workers who are classified as dynamic groups that follow fashion trends. Currently, Avaros faces a number of problems, from lack of human resources, poor marketing, lack of partners to financial instability. To assess these issues, the Business Model Canvas approach can be used, as it helps to grow the business by giving the shape of a whole picture represented by nine blocks, and easily to describe problems and attach solutions. This review process requires data on the state of the current business model and customer profile data through interviews, as well as environmental scan data through document reviews. Three data will be processed in a SWOT analysis to form a proposed strategy. In addition, defining the proposition and defining the customer profile aligns with the value map to understand what the customer wants. The end result of this study is the proposed business model design for Avaros. The result of the design is to increase the number of workers, increase and add channels, strengthen cooperation with partners, create innovative packaging and product variations, ensure product quality, improve customer service and increase revenue through offline sales. With this proposal, it is hoped that the operation of Avaros will be developed.*

***Keywords— Avaros, Business Model Canvas, Customer profile, Business model environment, SWOT***