

ABSTRACT

The Muslim clothing market in Indonesia has great potential, but it still needs to be worked on and planned optimally. Therefore, SMEs that produce apparel products need to take advantage of these opportunities. Kaum Adam is a Muslim fashion brand for men that focuses on simple and casual designs that can be used in any activity or ready to wear including religious activities, not only used at certain times. The Muslim clothing market is a growing market today and has a wider market potential in Indonesia. Kaum Adam sees this as an opportunity, even though this market is still a niche and has threats from new competitors. Besides Kaum Adam, there are competing brands of men's Muslim clothing that also focus on simple and casual designs. However, Kaum Adam believes that buyers have their own preferences and perceptions about the product positioning that suits them. Therefore, it is necessary to carry out a SWOT analysis and Business Model Canvas so that the competitive advantage desired by business actors can be achieved.

This research uses Business Model Canvas and SWOT analysis techniques. The purpose of this study is to describe the current business model of Kaum Adam, then do a SWOT analysis to identify strengths, weaknesses, opportunities and threats, after that design a new business model which will then be a reference for designing a business development strategy for Kaum Adam. This study used qualitative research methods. In this study, there were three sources, namely the owner of Kaum Adam and two competitors of Kaum Adam.

The results of the analysis show that there are several blocks that are of concern to the Adams to implement the strategies that have been formed. As in key partnerships, Adams need to develop networks with celebrities or influencers for product promotion activities. In Key activities, Adams can focus on selling online media by promoting their products using Instagram Ads. In line with the use of digital media in promoting Adam's products, in Customer Relationships, Adams also need to maximize the use of social media in building relationships with consumers. On Channels, of course, the focus of the channel is more focused on social media and the marketplace. At Key Resources, Adams need to recruit permanent employees in product design and graphic design in order to create consistency and the characteristics of Adam's design characteristics. With strong characteristics and characteristics, Adams can create a signature product that can strengthen the Adam's brand image in the eyes of its customers.

Keywords: Competitive Analysis, Business Model Canvas, SWOT Analysis, Kaum Adam.