

ABSTRACT

Murah Meriah Group Store is a clothing business in the field of Micro, Small and Medium Enterprises (MSME) which is engaged in the clothing sector. Murah Meriah Group Store is a name for a clothing store that sells various types of clothing, ranging from men's, women's, children's, even toddlers' clothes. Not only that, Murah Meriah Group Store also sells various kinds of Muslim clothing, such as Muslim clothes, sarongs, mukena, prayer mats and also caps. Murah Meriah Group Store Located on Jl. Salak Raya No. B5 East Ring Bengkulu City. Judging from the address, the Murah Meriah Group Store already has a good location because it is very close to the market which is often visited by the public to shop and fulfill their daily needs. This study aims to evaluate the current business model at the Murah Meriah Group 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 cost structure. From the results of interviews and observations with the owner of the Murah Meriah Group Store, Mrs. Eva Driyani by explaining the 9 important blocks on the Business Model Canvas, there are 5 blocks that are the problems experienced by the Murah Meriah Group Store. The problems that must be evaluated and improved at the Murah Meriah Group Store are the channels block, customer relationships, revenue streams, key resources, and key activities. The initial step taken from this research is to map the existing business model based on the results of interviews with the owner of the Murah Meriah Group Store, the next step is to identify a customer profile based on questionnaires and interviews with customers, then conduct an environmental analysis using data from a literature study that aims to analyze Opportunities and threats of Murah Meriah Group Store. With this data, the next step will be a SWOT analysis by distributing SWOT questionnaires to the owners of the Murah Meriah Group Store with the aim of getting the most suitable business strategy for the Murah Meriah Group Store, then making a value proposition canvas by matching the value map with the customer profile of Murah Meriah Group Store and the last step is to design the best proposed business model for the Murah Meriah Group Store.

Keywords : Murah Meriah Group Store, Business Model Canvas, Customer Profile, Environmental analysis, SWOT analysis, Value Proposition Canvas