ABSTRACT

Uncommon Store is a business that operates in the apparel industry. The Uncommon Store, which has been operating in Kelapa Gading, North Jakarta since 2019, experienced a decline in sales and income compared to previous months. This is caused by increasingly fierce competition, lack of use of technology and promotions, and unusual environmental changes. Because of this problem, the Uncommon business model will be evaluated and a proposed business model will be created. Business model design will be carried out using the Business Model Canvas. To carry out design and evaluation, 3 data are needed. The first data is current business model data obtained by interviewing and identifying Uncommon Shop owners so that they can describe the existing business model. The second data, namely customer profile, was obtained by interviewing consumers of uncommon shops. Third, business environment analysis data is obtained by searching for references on the internet and literature studies. These three data are used to analyze SWOT and make strategy suggestions that can be implemented by Uncommon stores. The next step is to create a Fit value proposition canvas by matching the existing value map and customer profile, followed by the process of developing and mapping the business model canvas for Uncommon. Several important improvements proposed from the evaluation results for Toko Uncommon are expanding the Business to Business customer segment, creating responsive service and designing strategies for brand activation and participating in exhibitions. Create or create your own production site so you can realize business to business. Opening an offline store/office. Improving and creating technology distribution channels such as increasing the use of market places to maximize performance and sales.

Keywords: Business model, Business Model Canvas, Toko Uncommon