

## **ABSTRACT**

*Micro, Small, and Medium Enterprises (MSMEs) play a very large and significant role in Indonesia, including providing employment opportunities. MSMEs also function as the main source of income and enable participation in productive economic activities, especially for low-income groups. The number of MSMEs in Indonesia, including in Garut City, continues to increase every year. One example is the MSME Souvenir Shop Simpang Tiga in Garut City. This is a typical Garut souvenir shop.*

*Business Model Canvas (BMC) is a strategic tool used to comprehensively describe and design a business model through nine key elements, including customer segments, value propositions, distribution channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. SWOT analysis is a method used to identify the strengths, weaknesses, opportunities, and threats faced by a business, helping in formulating effective and sustainable strategies. The combination of BMC and SWOT analysis allows the development of a comprehensive and adaptive business strategy to changes in the business environment.*

*This study uses a qualitative method, sample determination is done by purposive sampling. Data collection is done by conducting observations and interviews. Data analysis techniques used include data presentation, data reduction, and drawing conclusions. Based on the results of the study, it shows that the Business Model Canvas (BMC), SWOT Analysis, PESTEL, and Porters Five Force at the Simpang Tiga Garut Souvenir Shop, by adding new partners and having a reliable social media team, the Simpang Tiga Garut Souvenir Shop can expand its business network and increase interaction with customers. Promos and discounts will attract more customers, while focusing on social media users and platforms such as YouTube, TikTok, and e-commerce will expand marketing reach. Reducing marketing costs will increase production efficiency. Product innovation and new collaborations will open up revenue opportunities and increase product availability. This strategy will make the store more adaptive to market changes and strengthen relationships with customers.*

**Keywords:** *Business Model Canvas, MSMEs, SWOT*