

ABSTRACT

This study aims to design a relevant business model strategy for Fusiondept design studio through a digital branding approach. The Business Model Canvas (BMC) framework, consisting of nine core elements, was used as the main analytical tool. A descriptive qualitative method with a case study approach was employed. Data were collected through in-depth interviews with the owner, clients, and business experts, along with internal document analysis.

The findings show that Fusiondept's main strength lies in its strategic design approach and collaborative client experience. However, operational and documentation systems still require improvement. The study identifies opportunities from the growing trend of new brands seeking strong visual identity, as well as challenges in operational efficiency and limited team capacity. The proposed business model emphasizes digital efficiency, partnership development, and service diversification through design consulting

Keywords: *Business Model Canvas, digital branding, strategic design, creative SMEs, case study*