

ABSTRACT

This research aims to make a corporate model which uses customade framework business model canvas (bmc).Own customade present as model system development sales sendal service and leather boots that offer cheap prices and have the quality of being good and give merchandise and until now businessmen sendal shoes and leather continuing to grow but service system offered fixed both the same system course.Where most of the prospective customers purchase products qualified but purchase expensive.It became the thing that drive because there researchers make design company business model shoes named customade.

Knowing the responses or a response from the prospective customers which are those customers who are fond of the product a shoe made of the skin to become the main objective of this research to favor the schemes of the business model that will be presented .A method of the qualitative study is a method of the main research used in the study to assign a triangulation which are those prospective customers , business doers that sell a shoe and sendal the skin , and observers of fashion as a source of data .Data collection is done by means of direct interview to the speakers triangulation .The results of interviews the speakers then analyzed and taken as an indicator in map empathy.

Not enough with qualitative methods, the study also use quantitative methods as complementary methods of qualitative research methods. Quantitative methods in this study used for descriptive analysis of actual data processing results. Source of quantitative data obtained by disseminating a questionnaire where the contents of the questionnaires based on the conclusions of the indicators contained in the map of empathy. A questionnaire distributed to 110 respondents from the prospect Customade. So that this can be said as a research study using a mix of research methods.

Of the results of the analysis response respondents then seen that the respondents favor the schemes of that which is offered.Of the results of the analysis it was known that there the hope of respondents to the implementation of the other service that is the provision of services merchandise.Based on the results of the respondents hence the design which is found in a block of a proposition a value on framework business model canvas (bmc) undergoing of change namely the addition of merchandise.The final draft formed from penlitian is expected to support the development of company customade and development of motorcycle workshop in general.

Keywords : canvas (bmc) business model , the business model , leather shoes , leather sandals