

## **ABSTRACT**

*The Asli Sandal Store is the only one of creative industry from home industry that manufactures leather slippers that are handmade. This study aims to identify, analyze and develop business models on the Asli Sandal Store by using Business Model Canvas.*

*The research method used is qualitative method with the type of research is descriptive. The technique of data collection in this research done by observation, interviews, documentation and triangulation.*

*The result of this research showed that customer segments analysis, Asli Sandal store has target customers from children, to adults from middle to upper class. Value propositions where the handmade leather sandals are sold at affordable prices, but it can also custom with direct sales channels. Customer relationship using personal assistance, product warranty, and providing discounts for customers. Key activities of Asli Sandal Store in the process of production, marketing to sales. Key resources owned by employees, physical evidence and expert craftsman. Key partnership are suppliers of raw materials. Cost structure of production costs to sales revenue. Revenue streams received through sales.*

***Keywords: Business Model Canvas, Creative Industry , Asli Sandal Store***