

ABSTRACT

CV Sarana Cipta Sandang is a convection company that produce various fashion items, but more focused for fashion / moslem fashion and muslimah. The growing need for and competition in this convection business requires CV Sarana Cipta Sandang to develop its business strategy to stay in the market and be trusted by its customers. In this research, business development strategy is done through Business Model Canvas & SWOT analysis. The purpose of this research is to know the business condition of business model from CV Sarana Cipta Sandang at this time, then do SWOT analysis to identify the strength factor and weakness of organization and also opportunity and threat environment outside organization. After that new Business Model Canvas is designed which will become the reference for designing business development strategy for CV Sarana Cipta Sandang. The research method used in this research is qualitative research method. In this study there are 4 speakers, the owner of CV Sarana Cipta Sandang, 2 competitors CV Sarana Cipta Sandang, and expert in the field of convection and textiles. The results of this study are expected to provide insight and information in the field of business development strategies and can be a useful input for CV Sarana Cipta Sandang in order to continue to grow its business.

Keywords: Strategic Management, Business Model Canvas, SWOT Analysis