

ABSTRACT

Famouscarf Official is one of the UMKM in Bandung which is a family business. Moves in the fashion industry that produces hijab outfits, especially invitation outfits for women. The business growth of Famouscarf Official is currently experiencing ups and downs on businesses that are run due to several factors that influence the continuity of its business, one of which is due to the increasingly tight business competition in similar industries.

Famouscarf Official as a company engaged in the fashion industry is aware of the intense competition that is happening at this time. Responding to this, the researcher designed to analyze the company's internal and external environment using a SWOT analysis (Strength, Weakness, Opportunities, Threat). The research method used in this study is a qualitative research method with a descriptive approach.

Based on the SWOT analysis, it is known that the value of strength and opportunity is less than optimal. The results of this study are expected to provide knowledge, insight and information in the field of business development strategy, and can be a useful input for Famouscarf Official.

Keywords: UMKM, Family Business, SWOT, Canvas Strategy.