ABSTRACT

Wheelhouse is an industry SMEs engaged in motorcycle helmets products that are domiciled in the city of Bandung. But a variety of internal and external problems during production to sales is quite varied, which causes significant problems for SMEs. Thus it takes an overview and guidance in order to direct the sales strategies.

Business model analysis method used is the Business Model Canvas (BMC). Designing business models is one solution because it can map out, designing, and directing any components that can support all aspects of SME business sales Wheelhouse.

The results of this study nine components Wheelhouse SME business model, which is the market segment that will be served SME Wheelhouse. Value proposition is to offer quality products and brand character, used channel is offline and online media. Resources must-have is the human resources, physical, and intellectual. Partners who cooperate is a provider of raw materials and production vendor. Some of the main activities of SMEs is the process of production, marketing, and cooperation with other business partners.

Keywords the Business Model Canvas,SMEs