

ABSTRACT

Bandung city popular with the industry of fashion. Leather shoes became one of fashion products that support the growth of the fashion industry in Bandung. Guten.inc is one of handmade leather shoes from Bandung city, which is officially established in 2014. Guten.inc present by giving some differences on leather shoes that offered to consumers compared with some brands of leather shoes from Bandung with the same level. Guten.inc has been progressing by having a store that is located on Jalan Cihampelas, Bandung and website address at www.guteninc.com. This research was conducted with the aim of mapping the existing business model Guten.inc using a business model canvas included nine blocks that consist of the value proposition, customer segment, channel, customer relationship, partnership, key activity, key resource, cost structure and revenue stream.

In this study, the research method used is a qualitative method with the type of research is descriptive. The technique of data collection in this research done by observation, interview and documentation in which the data is obtained from the social situation on the research that was Guten.inc. The data will be processed by the author as a material to describe the existing business model of Guten.inc.

The results of the research illustrates that Guten.inc have a value proposition that is offer leather shoes with cheap price, the design of western style shopping and innovations through the website with the consumer segment of the freshman-level fresh graduate/employye/entrepreneur sales channels as well as via online (website) and offline (store). Guten.inc provide warranty and customer service for consumers to maintain and also as a form of their customer relationship . To create the value of proposition, Guten.inc have partners such as shoe vendors, suppliers of raw materials to media partners which also became the main resources owned by Guten.inc to execute Guten.inc key activities, namely production and distribution of which also require a fee. Until now, Guten.inc's revenue stream only through the sales of products. In this study, the author saw that the necessity for the addition of several ways and activities within the nine building blocks of business models Guten.inc currently which will further described in the form of advice

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