

ABSTRACT

Svental is a company in the fashion industry found to meet the desires of the travelers / backpackers, explorers of nature, nature lovers and adventurers in the style of dress that is domiciled in Bandung, West Java. Currently Svental is still in the startup phase of a company and requires a strategy to find a target market that is in accordance with the value of the product that will be offered. By looking at the condition and capabilities of companies that have financial constraints and resources, as well as the needs of the business model that is easily understood and applied by the owner, it is necessary to have a business model that is simple but sufficient detail for mapping, designing, and directing any component that can support Svental in the process of establishment of the company.

Svental designing business models in this study conducted with approach of Business Model Canvas. Business Model Canvas is a tool used to map the nine blocks of elements connected to the company both in the production and sales period.

The results of this study are nine blocks the Canvas element, ie 15-45 year-old customer segments, traveling fans, enthusiasts of outdoor activities, and adventurous. Value propositions offered in the form of quality products is strong and durable, made from lightweight and comfortable fabric, interesting design and features. Channels are social media and communities, customer relationships are customer service and community. Revenue streams are obtained through the company's product sales results. The main activity of the company in the form of procurement of raw materials, production processes, process the finished product, marketing and sales generated through the value chain approach of Porter. The main resource is divided into human and physical resources. Key partnerships or business partners Svental is the raw material supply stores, convection, vendor packaging, and freight forwarder. The cost structure in the form of cost details the main activities, key resources, and key partnerships.

Key words: Business Model Canvas, SWOT, Brand Identity, Value Chain, Fashion