ABSTRACT

Atelier Prana is a clothing line that offers clothing products for women and men. Atelier Prana has several problems that are in the environment inside and outside the company so as to lose competitiveness with competitors who offer the same product. Because this is required an analysis of the business model of Atelier Prana to help explain the elements that can help Atelier Prana in increasing competition with its competitors.

The Business Model Canvas serves as a tool that helps to map the nine block elements connected to the Atelier Prana. The nine blocks contained in Business Model Canvas include Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Cost Structure, Key Activities, Key Partnerships, and Key Resources.

By taking data derived from the interview with one of the speaker from Atelier Prana produces nine element blocks. SWOT analysis is performed to determine the strengths, weaknesses, opportunities and threats that exist in the nine blocks elements of Atelier Prana. The improvement of Atelier Prana's business model also take into account several factors from outside the company such as Key Trend, Market Force, Macro Economy Force, and Industrial Force.

Key Word: Atelier Prana, Business Model Canvas, Business Model, SWOT