ABSTRACT

Bandung is one city that sells a lot of clothes, ranging from ordinary quality to very good quality. Bandung is one of the cities visited by many people because it is famous for its fashion (clothes), so Bandung is called Paris van Java. With many visitors from various cities, the magnitude of the opportunity to open a clothing business (distro) is very large. whstl.co is one of the clothing businesses in Bandung. This study aims to analyze the WHSTL.co business by using the canvas model business, so that it will analyze each element consisting of customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and costs. Structure

The result of analysis Business Model Canvas the key partnership covering partner supplier who helped of production process with the aim of gaining resources to optimize the operations of a firm .Then in key activities that is activities production to sales , value propositions by offering quality design innovations and the best quality materials for comfort when customers use WHSTL.co products. Customer relationships are built in several aspects such as get new customer and retaining customers. Customer segment reaches customers aged 15 to 25 years. Furthermore WHSTL.co builds online and offline channels. Cost stucture starts from fixed costs to variable costs incurred every day. For revenue streams from WHSTL.co, it focuses on selling WHSTL.co products.

Keywords: Analysis, Business Model Canvas, Business Model