

ABSTRACT

Micro, small and medium enterprises (MSME) are one of the economic drivers, with a significant contribution to the absorption of manpower. The number of MSME in Indonesia continues to increase since the early crisis era struck Indonesia. The growth of MSME is also perceived by the city of Bandung, where MSME continue to increase annually. Bandung is known for its industry in the field of fashion, with the development of the fashion industry that satisfies it can bring growth to the Indonesian economy. With the rise of MSME in Indonesia and MSME in the region of Bandung, certainly will create a strict competition against MSME owners, one in the field of fashion because Indonesia wants to be the center of models in the year 2025, therefore Between companies must be active to develop their businesses. Dogdag Metalworks is a SME located in Bandung that is engaged in the fashion especially accessories made from metal materials other than DogdagMetalworks there are several MSME that also move in the same field as the FourSpeed and Eastern wolves. Strong competition in fashion business especially metal accessories make Dogdag Metalworks must be able to compete in order to survive but also have to continue to innovate and thrive. In order to achieve this goal can be done to develop a business strategy by mapping the business model of Dogdag Metalworks and evaluating it. In this study the authors used the Business model canvas approach to the business model of Dogdag Metalworks and evaluated it using SWOT analysis. The research method used is qualitative descriptive. Data collection techniques are performed by observing, interviewing, and documenting. Based on the results of the interview obtained an overview of the Business model canvas Dogdag Metalworks at this time. Based on the SWOT analysis conducted on the outcome of interviews showing weaknesses, strengths of the Dogdag Metalworks MSME, threats that need to be faced, as well as opportunities to be utilized. DogdagMetalworks has fulfilled the nine blocks of elements that exist in the Business model canvas then it can be said that Dogdag Metalworks already have a pretty good business model. Based on the results of the evaluation that has been made can be a recommendation of Dogdag Metalworks in maintaining and expanding its business by enhancing the existing Business model canvas by adding Activities in the form of the delivery of goods and selling products directly through a physical store, Manabah a more value given to the consumer in the form of attractive product packaging, to make a relationship with consumers in the form of saving consumer data to Follow up products to make consumers segmentation abroad, adding human resources in the field of finance, making physical stores accompanied by websites and adding resources through making advertising services with social media.

Keywords: MSME; Business model canvas; SWOT; Dogdag Metalworks; Business Strategy