ABSTRACT

Different looks is a business that will be opened and engaged in shoe care services. To find out how this business can provide opportunities and also survive in competition, a business strategy is needed to evaluate all aspects of the business in the shoe care business. Therefore, it is necessary to have an analysis of the shoe care business model, so it can be designed and also made improvements to the business model. The design of the Different Looks business model in this study is carried out using the business model canvas approach. The research begins by conducting a benchmark against several shoe care businesses that are already running using data from a literature study to find out the existing business model of the shoe care business. Then, doing customer profiling obtained from the interview results, after which an analysis of the business environment is carried out using data from literature studies. And then conducted interviews with business owners to find out the aspirations for his business. After that, a SWOT analysis is carried out to evaluate the strengths, weaknesses, opportunities and threats and also can design a strategy for the proposed business model. After that, the design of the value proposition is carried out by the adjustment process between the value proposition and the customer profile. The results of this study are in the form of a proposed business model with a business model canvas approach aimed at Different Looks.

Keywords: : Business Model Canvas, Business Environment Analysis, SWOT Analysis, Value Proposition Canvas, Shoe Care Service