

## ***ABSTRACT***

HRCN Outfitters is a company engaged in fashion, with the concept of stylish, trendy and sporty for everyone. The concept can be integrated into daily activities. Although it has been running from 2008, HRCN Outfitters has several problems faced. On internal factors, HRCN Outfitters has not maximized the production process so that there is a remaining stock of goods with high volume. On the external side of the HRCN Outfitters company, there are unsatisfactory customer relations, and also the high level of competition making HRCN Outfitters difficult to compete in the fashion industry.

Business model is one way to formulate a strategy to remain competitive and be able to compete by mapping and visualizing the map of the business model as a whole, one method that can be used is the business model canvas (BMC) approach. Through self-analysis of the four main areas of the business model, namely value propositions, infrastructure, costs and revenues, and customer relations, the aim is to find out the strengths, weaknesses, opportunities and threats that HRCN Outfitters will face. environment and customer profile or the views of consumers regarding the desires and needs of products offered by companies that will affect the business model.

Proposed strategy that has been designed will then be validated to find out how far the benefits will be obtained if the company implements the proposed strategy. Finally, it is designing a new business model with nine BMC building blocks, namely Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Cost Structures, Key Activities, Key Partnerships, and Key Resources.

Key Words :*Value Proposition Canvas, Business Model Canvas, SWOT, Model Bisnis*