

ABSTRACT

HALMADE is a knitting bag brand from Bandung which was founded in 2014. Halmade produces knitting bags for men and women ranging from hand bags, backpack bags, sling bags, to accessories such as wallets. Halmade's location is located on Jl. Suplier I No.62, Kencana Village, Rancaekek District, Bandung. The increasing need and competition in this business requires HALMADE to develop its business strategy to maintain and expand the market. This study uses the Business Model Canvas and SWOT analysis techniques. The purpose of this study is to describe the current business model of HALMADE, then conduct a SWOT analysis to identify strengths, weaknesses, opportunities and threats, after that design a new business model which will then become a reference for designing HALMADE business development strategies. This study used qualitative research methods. In this study, there were 3 speakers, namely the HALMADE owner and 2 HALMADE competitors. The results of this study are expected to provide information and insights about the Business Model Canvas and in the field of business development strategy. The results of this research are also expected to be useful input for HALMADE so that it can continue to develop its business.

Keywords: Competitive Analysis, Business Model Canvas, SWOT Analysis