

ABSTRACT

Convection Desummer Inc is a business in the Textile and Textile Products (TPT) industry that produces fashion needs, namely long-sleeved shirts, short-sleeved shirts, and hoodie jackets to be sold in their own stores and become suppliers for other stores. This business, which has been started since 2009 and is located in Bandung, has experienced a decline in sales so that revenues have also decreased compared to previous years. This is due to a shortage of raw material suppliers, lack of utilization of promotions, increasingly fierce competition and changes in the Desummer Inc. convection business environment. Seeing this problem, Desummer Inc.'s convection business model will be evaluated and a proposed business model will be designed. The design of the business model is carried out using the Business Model Canvas (BMC). There are 3 data needed in developing the proposed business model. The first data is the current business model data obtained through observations and interviews with business owners so that they can be mapped into current business models. The second data is the customer profile obtained by conducting interviews with business customer segments. The last data is the business environment analysis map data obtained through the internet and literature studies. These three data are used to perform a SWOT analysis and formulate a proposed strategy that can be implemented by the Desummer Inc. convection. The next step is to create a value proposition canvas by fitting the identified value map and customer profile, followed by the process of developing and mapping the business model canvas for the Desummer Inc. convection. Some of the important improvements proposed from the proposed business model results for the Desummer Inc convection are expanding the customer segment by creating new programs and products, increasing sales by increasing product quality and variety, increasing prices for custom products, increasing the use of information technology as a medium. sales and promotion, increase production activities, and promote good cooperative relations with partners.

Keywords: Business Model, Business Model Canvas, Desummer Inc convection