

ABSTRACT

Disability is a problem that affects many lives in the world. Disability people are closely related to poverty. They are often facing great discrimination in accessing employment that forces them to work in individual or household businesses. PT. Bio Farma provides employment opportunities by providing an incubator business. This incubator business is called Creative D'Pro and currently engaged in the fashion business. The main problem is the market of Creative D'Pro is limited. Many challenges arise in the fashion industry such as the emergence of new competitors, sophisticated technology, and increasing competition in innovation. The purpose of this research is to create a new and viable business model design for Creative D'Pro to remain competitive in the intense competition of the fashion industry. This research is using 4I-Framework. This research is a qualitative research, and collect the data by using interviews, observations, and focus group discussion methods. The final results and findings will be in the form of a new business model design for Creative D'Pro.

Keywords: Entrepreneurship, Business Model, Business Innovation, Person with Disabilities, Fashion Industry