

ABSTRACT

Stco.theway business is a business in the Clothing and Textile Products industri that produces fashion needs that will be sold in their own stores and become suppliers for other suppliers. The Stco.theway business was built in 2017 and is located in the Bandung area which has experienced problems with sales for several months not being on target in several months due to several factors

This is due to a shortage of raw material suppliers, management management, increasingly fierce competition and changes in Stco.theway business environment. Seeing this problem, Stco.theway clothing business model will be designed for the provider's business model. The design of the business model is carried out using the Business Model Canvas (BMC). There are 3 data needed in developing a business model. The first data is the current business data model obtained through observations and interviews with business owners so that it can be mapped into current business models. The second data is the customer profile obtained by interviewing the business customer segment. The last data is the map data of the business environment obtained through the internet and literature studies. The third data is used to conduct a SWOT analysis and formulate an implementable strategy. The results of the design proposals obtained, produce a new business model for increasing revenue streams based on a new strategic design created in 8 blocks, including value proposition, key activities, customer relationships, customer segments, cost structure, channels, revenue streams, and key resources. Based on the design obtained, a new business model was created with a consignment and reseller program to facilitate customer relationships with Stco.theway and increase sales and profits.

Keywords: Business Model Canvas, SWOT, Business Model.