

ABSTRACT

Lightmos is an online store for local brands in the clothing business, which usually sells and produces clothes with uniqueness in each of its products. The thing that underlies this business can be run is to see from the potential of the local brand business itself which is currently developing. However, sales are still relatively low, making it a little difficult for this business to be able to expand its business. This final project uses the descriptive qualitative method. One method to be able to describe a business model of a company is to use the Business Model Canvas (BMC) where the owner of the company can see nine important component blocks that can support the ongoing business. This research begins by compiling the existing business model canvas, business environment data, customer profiles, questionnaire data with employees, and the results of interviews with company customers and company owners. The data is collected and processed to obtain the results of the SWOT which are used to design a proposed business development strategy for the company. The proposed strategy will be added to become the nine-block business model canvas proposed by Lightmos. The business strategy proposed by Lightmos is to create a product and sales website, collaborate with partners for brand collaboration and prey on new markets, open offline stores, increase large profit margins by using cheaper resources, benchmark with similar businesses, conduct marketing through digital marketing video, offering prices, discounts, cashback by the quality of the products offered, adding digital payment services, conducting product design research and creating unique products in collaboration with several marketplaces to increase sales volume.

Keywords: *Business Model Canvas, SWOT, Business Model Environment, and Customer Profile.*