

### **ABSTRACT**

*Signature Store is a shoes and clothing reseller business which is website based. This company started at the end of 2019 and under a program of Kampus Merdeka Belajar which is WRAP Entrepreneurship in Bandung Technopark, Bandung, Jawa Barat. While running the business, Signature Store has a problem and challenges were faced, namely a decreasing revenue from selling product because a tight competition in fashion industry. The competition can be solved by the company, by having a strong business model and having a capability to handle the consumer needs from present to future.*

*This research objectives is to identify a strength, weaknesses, opportunities, and threats towards existing Signature Store business model canvas, so then the research can visualize the present business position and the visualize the future projection of Signature Store business. Both of the visualizations will be very useful to design a business model modification for Signature Store.*

*The research methodology used in this study is a qualitative methods with exploratory purpose. The primary data collective technique is using semi-structured interview and documentation.*

*The conclusion of this research is to show that customer segmentation need to be expand. The value proposition need to add a product and service variations, customer relationship need to be more optimize with the used of a technology, revenue stream need to be expanded by adding a new source of revenue, cost structure need to be increased for the human resources training cost and full stack developer contract fee, key partnership need to be add by collaborate with brand owner and full stack outsource, key activity need to be strengthened and increased holding a human resources training and collect the data needed by business, also the key resource need to be strengthened by creating cooperative contract with partners.*

*The suggestion for Signature Store is to focused on the improvement contained in the business model canvas modification and elaborate it to a detailed action plan. Beside that, consistency to evaluate and improve the business model and action plan. Suggestion for the future research is to used a different analytics like Analytical Hierarchy Process (AHP) or Blue Ocean Strategy.*

**Keywords: Signature Store, Business Model Canvas, SWOT Analysis**