

ABSTRACT

CV Nakhoda Nusantara Group is a Micro, Small and Medium Enterprise (MSME) which is engaged in the confection and sales of clothing products. CV Nakhoda Nusantara Group is located at Gg. Cikondang IV, RT.3/RW.6, Sukaluyu, Kec. Cibeunying Kaler, Bandung City, West Java 40115. This design was carried out as an evaluation of the current business model at CV Nakhoda Nusantara Group because the problems experienced by CV Nakhoda Nusantara Group were that the sales target of CV Nakhoda Nusantara Group had not been achieved. Therefore, the evaluation of the business model is carried out using the Business Model Canvas approach which pays attention to the nine blocks in the Business Model Canvas, namely key partnerships, key activities, key resources, value proposition, customer relationships, channels, customer segments, revenue streams, and costs structure.

The initial stage to design the proposed Business Model Canvas is to conduct an interview with Mr. Jati Gunawan as the shop owner of CV Nakhoda Nusantara Group to find out what problems are happening at CV Nakhoda Nusantara Group. The results of an interview with the owner of the CV Nakhoda Nusantara Group shop, Mr. Jati Gunawan, found three problematic blocks that must be repaired immediately, namely the channel block, key activity block, and value proposition block. The next step is to map the existing Business Model Canvas from CV Nakhoda Nusantara Group by conducting an interview with Mr. Jati Gunawan. The next stage is to identify customer profiles based on questionnaires that have been distributed and filled out by customers of the CV Nakhoda Nusantara Group store which will later be categorized into customer job, customer pain, and customer gain. The next step is to analyze the business environment containing key trends, market forces, industry forces, and macroeconomic forces using the results of literature studies and data searches on the internet with the aim of analyzing the opportunities and threats that the store has. The next stage is to conduct a SWOT analysis by distributing a SWOT questionnaire to the store's internal parties with the aim of getting the appropriate business strategy. The next stage is to create a value proposition canvas by matching the value map and customer profile, the results of which can be used as

a strategy in business development for CV Nakhoda Nusantara Group. The final step is to design the best business model proposal for CV Nakhoda Nusantara Group as a form of business development strategy.

After carrying out the initial stage to the final stage, namely designing the proposed business model, there are several suggestions that can be given to CV Nakhoda Nusantara Group, including expanding customer segments by using e-commerce and google ads to reach wider customers, making feedback facilities from customers to employees as employee evaluation material, providing compensation to customers who get production defects, providing variations in clothing models so that clothing choices are more varied, clothing designs that always follow fashion trends so that buyers don't feel bored with clothing product designs from CV Nakhoda Nusantara Group, providing bundling promos to buyers, opening digital payments to make it easier for buyers to make purchase transactions and partnering with Google Business.

The benefit of designing a business model with the Business Model Canvas approach for CV Nakhoda Nusantara is that stores can use this design as a development strategy to develop their stores to be better than competing stores, then other benefits from the results of this design can also be used as examples of business development for shops. shops operating in the same field.

Keywords: Business Model Canvas, Customer Profile, Environmental Analysis, SWOT Analysis, Value Proposition Canvas