

## **ABSTRACT**

*MFD Studio is an online shop that sell woman fashion. MFD Studio offer woman clothes with classic style. The growth of fashion industry give MFD Studio the opportunities to expand their business. However, in reality there are many competitors causing MFD Studio products to be less competitive in the market. This has an impact on sales target that are not achieved. Based on this conditios, a business strategy is needed to see the whole business so that MFD Studio can compete in the fashion industry. This study aims to determine the business model existing and prove a proposed business model that can be a strategy for MFD Studio. The proposed business model is mapped with nine Business Model Canvas (BMC) blocks. The first step in this research is to map the existing business model canvas, map the customer profile, and analyze the business model environment of MFD Studio. After the data have been collected, the data was processed using SWOT analysis . The results from SWOT analysis are processed into a business strategy and formulated into proposed business model canvas. The resluts of this research is the addition of business customer, addition of the value proposition creates creative and innovative products, varied colors and sizes, product detail information, and reusable packages. Addition of customer relationship brand awareness, and products tester program. Added key activites collaboration with influencer and partnerships with suppliers. Additional cost structure for exhibition fees, and additional revenue streams by selling products offline.*

**Key Words: MFD Studio, Business Model Canvas, Customer Profile, Business Model Environment, Analisis SWOT.**