

ABSTRACT

Based on the results of a survey conducted by the Katadata Insight Center (KIC) and Kredivo, it can be seen that fashion has a number of product transactions reaching 22% of the total shopping in e-commerce throughout 2020, which means that fashion occupies the first position as the most frequently purchased product compared to the statements below, this shows the existence of the fashion sector which will always increase due to market trends that are always changing and there is always.... Adorable Project is one of the Micro, Small and Medium Enterprises (MSMEs) located in the city of Cimahi, West Java. Adorable Project sells a variety of fashion products such as clothes, shoes, bags and women's accessories. Based on the results of informal interviews with HRD Adorable Project, market trends that always change dynamically result in companies having to fight to maintain their business by innovating continuously in order to compete with their competitors. Adorable Project has a problem with unstable revenue. Revenue in e-commerce every month from January 2022 to December 2022 fluctuates greatly. In the sales of the Adorable Project business unit, there are differences in sales in each e-commerce, which results in the revenue the company gets has not reached the ideal standard of the company. This is because one of them is the difference in promotional costs in each e-commerce. It can be seen in Figure I.4 that sales in shopee e-commerce dominate 94%, while other e-commerce is below that.

The business model canvas (BMC) is depicted through nine basic building blocks that show the logic of how a company intends to make money. These nine blocks cover four main areas of business namely customers, offerings, infrastructure, and financial viability. In addition to using BMC, this research also uses a simulation model, simulation is an activity of making something in the same artificial form to describe the actual situation. The importance of doing simulation is so that there is not too much risk and also does not incur costs. The type of simulation in this study is a system dynamics model, a system dynamics model is a system that explains the behavior of the system. Besides being said to be a closed system, system dynamics is also a feedback system. There are two

types of feedback, namely positive and negative feedback. Positive feedback is a process that has the nature of growing and developing in factors that have already occurred. While negative feedback is a process to achieve a goal, this feedback is always a counterweight to disturbances and makes the system more stable.

This existing model produces business process outputs shown in Figure V.1. Figure V.1 shows that there are 10 model outputs contained in the sub model, namely: stockout, cash in-cash out, marketplace sales, total stockout, total sales, warehouse stock, total orders, quality control, marketplace consumers. Based on the results of the 6 scenarios applied to the simulation model, it can be stated that by increasing promotional costs combined with scenario B can affect sales to increase from before. The total amount of sales generated by scenario E is greater than other scenarios and has a decrease in total sales only in January.

Key words : BMC, Simulation, Sales, Scenarios