ABSTRACT

Rumah Kayu Bordir is a manufacturing company that was founded in 2000 in Jakarta. Today, it operates in Tasikmalaya City. The company is an individual enterprise and doesn't follow a standard organizational structure as it's entirely run and accounted for by its owner. However, to address the issues it's currently facing, Rumah Kayu Bordir must select the appropriate strategy. To do this, the company needs to have a well-defined business model. This research aims to propose a new business model for Rumah Kayu Bordir, which incorporates the Business Model Canvas and SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats).

This research uses a qualitative method, which involves examining natural objects. The researcher is a key instrument in this method, data collection techniques are triangulated, and data analysis is inductive. The author conducted individual interviews with sources as part of this research, making it focused on an individual unit of analysis.

Through interviews and analysis, it was determined that the current business model at Rumah Kayu Bordir was obtained. Further analysis was conducted using SWOT identification, and a new business model was designed to propose to Rumah Kayu Bordir.

Keywords : Business Model Canvas, SWOT, Business Model, Fashion