

## **ABSTRACT**

*This study aims to determine the competitive strategy that can be applied by Teepees Collection in achieving competitive advantage. Teepees Collection is one of the micro businesses in the fashion industry. Intense competition in the fashion industry has forced Teepees Collection businesses to think about strategies to remain competitive. It is inevitable that competition will grow in the commercial sector. Due to competition, businesses must deal with a variety of possibilities and dangers from both domestic and international businesses. Organizations must be willing to adapt to demands for change as a result of numerous developments in the business world. They must also work to create strategies and policies that can address these needs. That approach is the most effective way for businesses to be able to maintain competitiveness, prevail in the market, and draw in customers. A tool or business plan for achieving goals is a strategy. Using competitive strategy research and corporate performance analysis, Teepees Collection micro businesses can find out what strategy is right to remain competitive in the market. The steps needed to map this business model are first to conduct observations and interviews to obtain data, after that, design a Business Model Canvas proposal to find out the benefits that customers expect from the products and services that customers need. After that, the next step is to carry out a PEST Analysis and Porter's five Forces Analysis to analyze the proposed Competitive Strategy for Teepees Collection*

*Keyword: Business Model Canvas, PESTEL Analysis, Porter's Five Forces Analysis, Competitive Strategy, Consumers.*