ABSTRACT

Starting a fashion business is not an easy thing. Business beginners are required to be able to pay attention to the needs, desires and expectations of consumers so that their business continues to grow and survive. Diverse consumer demands such as ever-changing tastes for quality products with diverse models make HijabNyonya must always update and carry out the right business strategy for its business in order to develop and survive in the fashion industry business circle. Business Model Canvas (BMC) analysis can help to process business ideas and increase company focus to be more structured. In addition, in order to excel in competition, business people are expected to be able to see potential by analyzing the overall environment, both internal and external using SWOT (Strength, Weakness, Opportunity, Threat) analysis.

The approach method used in this research is included in the descriptive qualitative research category. Where data is collected using the observation method to the HijabNyonya shop, interviews with internal HijabNyonya and documentation.

Based on the research results, 9 blocks of the existing Business Model Canvas were obtained and then evaluated using SWOT analysis and translated into the new HijabNyonya Business Model Canvas as a way of business development by paying attention to the basics of a business.

Keywords: *Fashion, Product Life Cycle, SWOT, Business Model Canvas (BMC)*