

ABSTRACT

Konfeksi Lingga Buana is a confection that has received up to thousands of orders each year. The problem is that the target number of orders has not been achieved, which only reached by 77.3%. This is due to several factors such as labor resources, marketing system, work environment, the competitors, products and service, order management, etc. In efforts to overcome the main problems, it is necessary to evaluate the current business conditions and design a proposed business model using The Business Model Canvas method. This research method uses supporting data including the current existing business model, customer data, and environmental data. The data was analyzed to obtain an appropriate strategy by taking into account strength, weakness, opportunity, and threat (SWOT) so as to produce a proposed business model. Furthermore, the business model is identified based on Blue Ocean Strategy by eliminating, reducing, raising, and creating strategies that are in accordance with the problem. The design results formulate several innovations in the business model. Among them, there is an increase in the type of service and production of white label clothing, an increase in promotional strategies and expansion of the customer segment, an increase in several resources, increasing cooperation with partnerships, reducing the allocation of unnecessary costs. By implementing the proposed business model and a well-executed promotional strategy, revenue profit has the potential to increase up to 37% from the previous condition.

Keywords: *Business Model Canvas, SWOT Analysis, Blue Ocean Strategy, Confection, Business Model*