

## ABSTRACT

Nama : Fandy Pratama  
Program Studi : Kewirausahaan  
Judul : Implementasi Perencanaan Bisnis Berdasarkan *Business Model*  
SOKA sebagai *Startup* Industri *Fashion*.

*This final project report aims to find out how to improve SOKA business development strategy through Business Model Canvas. Competition analysis, industry analysis, and consumer needs analysis are used to make marketing, operations and financial plans. The results of the Business Model Canvas are listed as a business development strategy for the Key Performance Indicator (KPI). This final project report uses descriptive methods. The business plan has been implemented for three months (Januari 2018 - Maret 2018) and proven to have increased the competitiveness of SOKA. The conclusion of this final project was the marketing plan, operating plan, financial plan and KPI has been made capable of increasing brand awareness.*

Kata Kunci: Business Model Canvas, *Marketing plan*, *Operating plan*, *Financial plan*, *Key Resource Indicator*

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