

## ABSTRACT

*Kwace Bali is an MSME engaged in the field of Traditional Woven Fabrics located in Denpasar Bali, which was founded by Ibu Sari Dewi in 2009, intense competition in the traditional woven fabric industry and declining consumer purchasing power has resulted in a decrease in income at Kwace Bali. Therefore Kwace Bali is making efforts to increase sales of its products by developing products and changing market share. The purpose of this research is to find out the product development strategy as an effort to increase sales Traditional Woven Fabric Kwace Bali.*

*The theory used is the theory of the business model canvas which consists of 9 elements, namely: Value Proposition (value Proposition), Customer Segment (Customer Segments), Channels (Channels), Consumer Relations (Customer Relationship), Main Activities (Key Activities), Resource (Key Resources), Main Partner (Key Partnership), Income Stream (Revenue Stream), Cost Structure (Cost Structure) followed by a SWOT analysis. In this study, the authors used the business model canvas approach to map the business model of Kwace Bali's. The method used is descriptive qualitative with data collection techniques in the form of interviews, observation, and source documentation.*

*From the results of the research, the authors succeeded in obtaining an overview of Kwace Bali's current business model through interviews. In addition, by conducting a SWOT analysis of the existing business model canvas, the authors found the strengths, weaknesses, threats and opportunities faced by Kwace Bali. Based on the results of this research, the authors succeeded in creating a new business model canvas to improve business strategy for Kwace Bali which can be an alternative strategy in developing and maintaining a business.*

*Keywords: MSME, Business Model Canvas, SWOT, Kwace Bali*