

## **ABSTRACT**

Dress trends have an influence on economic activity, even on a country scale. The existence of economic growth in clothing export commodities is a sign that markets related to fashion or dress styles still have enormous potential for development. The sale of used clothing or commonly known as thrift is starting to become a trend due to the emergence of shifts in lifestyle and consumption culture.

Kurventory.id is an online shop that offers products in the form of second-hand goods. In addition to used clothing, it also sells several used hats, used bags, and used shoes that are still usable and of good quality.

This research aims to develop the Kurventory.id business through the Business Model Canvas approach. The variables in this study are SWOT, SWOT Matrix and Canvas Business Model. This research uses qualitative methods using data analysis techniques such as interviews, field notes and documentation.

After knowing the current Business Model Canvas from Kurventory.id, a SWOT analysis is then carried out to identify strengths, opportunities, weaknesses and threats. Then a new Business Model Canvas was designed which would later become a reference for Kurventory.id's business development strategy. In this study there were 4 sources, namely the owner of Kurventory.id, 2 competitors from Kurventory.id, and the Bandung Thrift Weekend community.

Kurventory.id can monitor and evaluate business performance using relevant key performance indicators. Analysis of sales data, customer satisfaction, and market developments will help Kurventory.id to identify areas that need improvement and take appropriate action.

**Keywords:** *online shop, thrift, business model canvas, SWOT, Kurventory.id*