

ABSTRACT

JoyCurls is a hair accessory startup specializing in scrunchie products, aiming to reduce hair damage due to tight ties. This study aims to analyze JoyCurls' business plan using the Business Model Canvas (BMC) approach and analyze the strengths and challenges faced in developing this business. The method used is qualitative with interviews, observations, and documentation. The analysis was carried out by identifying nine BMC elements and a SWOT analysis. The results of the study show that JoyCurls has high-quality products that can reduce hair damage. However, the main challenges are tight market competition and limited digital marketing. It is recommended that JoyCurls develop more varied products, strengthen digital marketing through social media, and expand the market through e-commerce and physical stores. This study contributes in the form of recommendations to improve JoyCurls' business model, increase competitiveness, and strengthen brand position in the competitive hair accessory market.

Keywords: *Business Plan, Business Model Canvas (BMC), Startup, JoyCurls*