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Business Strategy Analysis Using Social Business Model Canvas in Hanisa Fashion Design

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A B S T R A C T

This study is a qualitative study that aims to describe and analyze the business models at Hanisa Fashion Design. The data collection was in the form of studies library, observation or observe by directly in the field, interview and documentation. Object study in the form of available variables in validation business canvas. Results identification business model design based that is there is element addition like vision and mission, co-creator and beneficiary on element customer segments and value propositions, as well as element impact & measurement. Besides that there is points addition on element customer segments, value propositions, channels, and elements key activities. Formulation strategy business use Social Business Model Canvas on Hanisa Fashion Design that is use strategy red ocean. Strategy applied red ocean through strategy differentiation with Secrete different products from competitors and emphasizing on value propositions as element for optimizing strategy business.

A R T I C L E   I N F O

1. INTRODUCTION

The rapid development In today's competitive business landscape, a well-formulated business strategy is essential for companies seeking sustainable growth and resilience. Business strategy, fundamentally, is a comprehensive plan developed at the divisional level aimed at building and strengthening the competitive positioning of a company's products and services within specific industries or markets (Hariadi, 2003). For companies like Hanisa Fashion Design, developing a unique strategy allows them to effectively compete, adapt, and even innovate within an ever-evolving industry. In particular, Hanisa Fashion Design employs a combination of strategic tools such as SWOT analysis, Business Model Canvas (BMC), and the red ocean strategy to craft an approach that is both adaptable and resilient in the face of intense market competition.

The starting point for Hanisa Fashion Design's strategic approach lies in a comprehensive SWOT analysis. SWOT, an acronym for Strengths, Weaknesses, Opportunities, and Threats, is a popular strategic tool that systematically identifies internal and external factors impacting a company's performance. Rangkuti (2003) emphasizes that a SWOT analysis serves as a foundational element in formulating a company's strategy by maximizing strengths and opportunities while minimizing weaknesses and threats. The analysis process allows Hanisa Fashion Design to pinpoint areas where it has a competitive advantage, such as unique design capabilities or a loyal customer base, which can be further leveraged to create value.

In the case of Hanisa Fashion Design, its strengths may include a reputation for quality, skilled craftsmanship, and an established customer base. By identifying these strengths, the company can align its resources and capabilities to meet the needs of its market effectively. On the other hand, weaknesses, such as potential limitations in production capacity or dependence on specific suppliers, are areas where improvements are necessary to ensure operational stability. Similarly, examining external opportunities, such as trends in sustainable fashion or an increasing demand for custom designs, enables the company to position itself advantageously in the marketplace. By contrast, external threats such as economic downturns, fluctuating material costs, and intensified competition require the company to remain vigilant and proactive.

After completing the SWOT analysis, Hanisa Fashion Design applies the Business Model Canvas (BMC) to provide a detailed visual representation of its business model. Created by Osterwalder (2010), the BMC framework breaks down a company's business model into nine key components: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. The BMC allows companies like Hanisa Fashion Design to not only visualize these interconnected elements but also to experiment and innovate with their business model structure, ensuring a fit with the competitive landscape.

For Hanisa Fashion Design, the BMC helps structure a clear understanding of its primary customer segments—such as fashion-conscious individuals seeking custom or high-quality designs—and the specific value proposition offered, like exclusive designs or sustainable materials. Understanding these components allows the company to tailor its offerings to meet customer expectations. Channels and Customer Relationships, for example, can be adapted to improve customer experience by leveraging social media

platforms or e-commerce tools to reach a broader audience and foster a stronger online presence.

Moreover, the Revenue Streams component in the BMC clarifies where the company derives its income, which could include direct sales, design consulting, or collaborations with influencers and fashion platforms. This structured approach also prompts Hanisa Fashion Design to reassess its Key Resources—like design talent and raw material suppliers—as well as its Key Activities, including product development and marketing. Finally, by understanding the Cost Structure, the company can make informed decisions regarding cost efficiencies and budget allocation, allowing it to channel resources towards areas of highest impact.

As part of its approach to sustaining competitive advantage, Hanisa Fashion Design also employs the red ocean strategy. Coined by Kim and Mauborgne (2011), the red ocean strategy refers to competing in existing markets with defined boundaries where companies vie for dominance, often leading to cutthroat competition. While red oceans are saturated with competitors fighting over a limited market share, companies that choose this approach aim to outcompete their rivals by differentiation, cost leadership, or unique positioning.

In choosing the red ocean strategy, Hanisa Fashion Design acknowledges the intensity of competition within the fashion industry. The red ocean strategy is often contrasted with the "blue ocean strategy," which seeks to create new market spaces with less competition. However, for a smaller company like Hanisa Fashion Design, the red ocean strategy is more feasible due to the limitations in resources

and the immediate need to secure its place within the existing market. This approach requires the company to refine its competitive edge continually, perhaps through exclusive, limited-edition collections or unique customization options that appeal to niche customer preferences.

The challenge of the red ocean strategy lies in the need to balance costs and innovation to provide high value to customers without sacrificing profitability. For example, if a competing brand lowers its prices, Hanisa Fashion Design may have to find ways to reduce its production costs or add additional value to its products through enhanced design or material quality. This dynamic requires the company to be agile and adaptable, ready to make quick adjustments in response to competitor actions.

Combining SWOT analysis, the Business Model Canvas, and the red ocean strategy allows Hanisa Fashion Design to approach business strategy from multiple angles, thus enhancing its ability to remain competitive. By starting with a SWOT analysis, the company gains a clear understanding of its positioning and readiness to meet external challenges. The insights from the SWOT analysis feed into the development of the BMC, enabling Hanisa Fashion Design to structure its operations around a cohesive model that aligns with its strategic objectives.

Furthermore, adopting the red ocean strategy forces the company to continuously innovate, adapt, and improve, even in highly saturated markets. This approach encourages a strategic mindset that is not solely focused on growth but also on resilience and adaptability—qualities essential for long-

term success in competitive industries. For Hanisa Fashion Design, employing these complementary tools not only enhances its immediate competitive position but also builds a solid foundation for sustainable growth.

2. METHODS

This study is a qualitative study that aims to describe and analyze the business models at Hanisa Fashion Design. The data collection was in the form of studies library, observation or observe by directly in the field, interview and documentation. Object study in the form of available variables in validation business canvas. BMC has nine block inside it namely : *customer segments, customer relationships, channels, value propositions, revenue streams, key activities, key resources, key partners and cost structure.* Instruments to be used in study in the form of book guidelines that is book Business Model Generations from Alexander Osterwalder & Pigneur (2010). Instrument study this aim for analyze necessary things prepared Hanisa Fashion Design for get business model design with Fulfill nine contained elements on Business Model Canvas (BMC). Techniques used in data validity (data validity) in study that is technique triangulation. Researcher To do collection various data with same source that is, those who have obtained from To do data collection from party Hanisa Fashion Design, next To do data triangulation technique as step test the validity of the data that has been obtained by researcher.

3. RESULTS AND DISCUSSION

Strategy applied business by Hanisa Fashion Design that is SWOT analysis. Strategy business this used from year 2021. Besides that, this strategy is chosen because considered effective for development something company, with

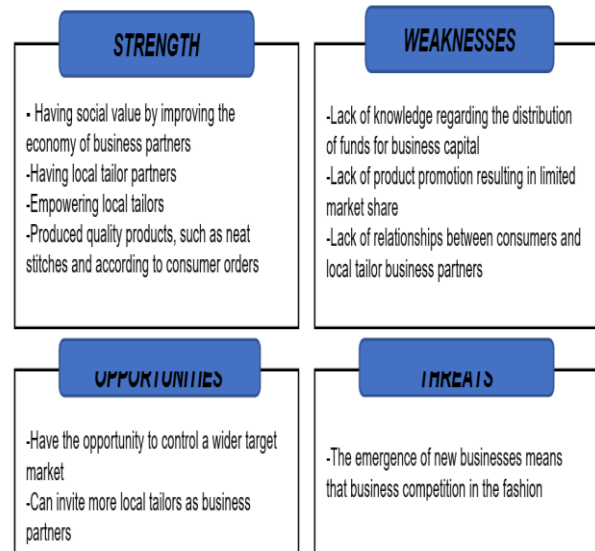SWOT analysis a company could knowing internal conditions and external.

Figure 1 Hanisa Fashion Design SWOT Analysis

Figure 1 shows that in planning start of business model on Hanisa Fashion Design that is use Business Model Canvas with reference from book Written Business Model Generation by Alexander Osterwalder and Pigneur (2010), so that charging Business Model Canvas will refers to on book, then fill in from results Interview with owner Hanisa Fashion Design about business model design at Hanisa Fashion Design.
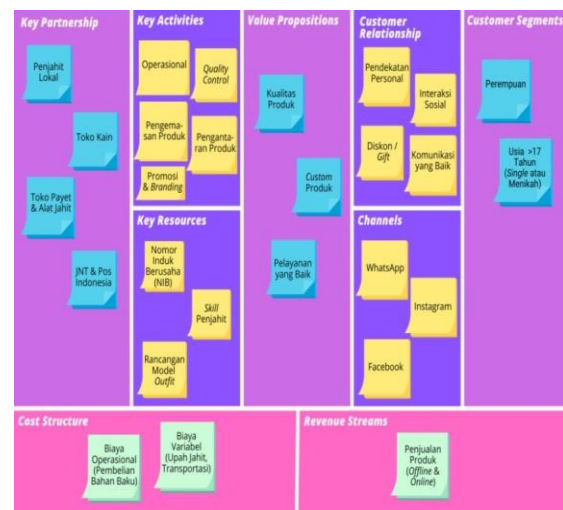

Figure 2 Design Business Model Canvas Hanisa Fashion Design

Figure 2 shows the business model canvas outlines a strategic plan for a business focused on producing and selling high-quality, customized products primarily to women aged 17 and older, targeting students and young adults. The business builds on strong Key Partnerships with local suppliers, such as fabric and accessory stores, along with essential logistics partners like INT & Pos Indonesia, ensuring a steady supply of materials and efficient product distribution.

The Key Activities involve operational tasks essential for maintaining product quality, including quality control, product development, and the design and production processes. These activities are supported by promotional and branding efforts aimed at raising brand awareness and attracting customers. Critical Key Resources include a business registration number (NIB), skilled labor for handling equipment, well-designed business models, and essential contact numbers that facilitate smooth operations and customer interaction.

The Value Propositions emphasize delivering high-quality, customized products along with exceptional customer service, creating a unique selling point that attracts the target market. For Customer Relationships, the business employs a personalized approach, fostering social interactions and effective communication to build rapport with customers. Additionally, they offer discounts or small gifts as incentives, encouraging customer loyalty and repeat purchases. Channels such as WhatsApp, Instagram, and Facebook are essential for reaching customers, with social media serving as the primary platform for customer engagement, promotions, and sales. The business specifically targets Customer Segments comprising young women aged 17 and above, especially students and early-career professionals.

In terms of the Cost Structure, the business incurs operational costs for procuring raw materials, as well as variable expenses associated with transportation, utilities, and other overheads. These costs are balanced by Revenue Streams generated through product sales via both online and offline channels, expanding the reach and accessibility of the products. Overall, this canvas provides a cohesive, visually organized blueprint for achieving sustainable growth in a competitive market.

In addition, Qastharin (2014) did modification on the business model canvas to fit with Entrepreneur social with add two block new that is block mission and deep impact & measurement block Fulfill criteria mission and impact social . Then block on customer segments and value proposition shared Becomes two part that is part co-creator and beneficiary .
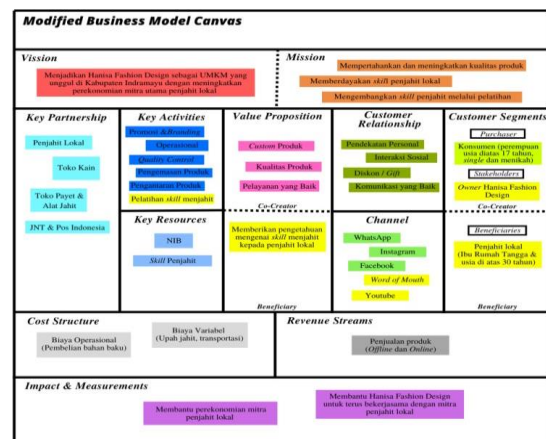

Figure 3 Design Social Business Model Canvas

Figure 3 shows a "Modified Business Model Canvas" that is called Social Business Model Canvas for a business called Hania Fashion Design, structured with detailed components to support its

strategic goals and mission. At the top, the Vision emphasizes positioning Hania Fashion Design as a leading MSME (Micro, Small, and Medium Enterprise) in the local region, specifically in producing quality clothing rooted in local identity. The Mission statements align closely with the vision, focusing on expanding and enhancing product quality, empowering local sewing talent, and creating a distinct brand that highlights local identity.

The canvas is divided into several sections. The Key Partnerships involve collaborations with local fabric and accessory shops, as well as logistics providers like INT & Pos Indonesia, which support material supply and distribution. In the Key Activities section, the business prioritizes operational tasks, quality control, production processes, and employee training to ensure high-quality output. Additionally, marketing and branding efforts are essential activities, focused on increasing brand awareness and attracting customers.

Key Resources include necessary business identification (NIB) and skilled labor in sewing, which are vital for producing quality products. The Value Proposition stands out, offering high-quality custom products, good communication, and fair pricing, distinguishing Hania Fashion Design from competitors while appealing to local tastes and preferences.

The Customer Relationship strategies involve personalized approaches, interaction through social media channels, and offering incentives such as discounts and rewards, all of which aim to build strong customer loyalty. Channels used by the business include popular social media and messaging platforms like WhatsApp, Instagram, and YouTube, which help reach the target market and facilitate customer engagement.

In the Customer Segments section, Hania Fashion Design targets young women aged 17 and above, particularly students, professionals, and local communities with an interest in fashion that reflects cultural identity. The Cost Structure comprises operational expenses for material procurement and variable costs such as wages and transportation. These costs are offset by Revenue Streams from both online and offline product sales.

Finally, the Impact & Measurements section details how the business aims to contribute positively to the community, including empowering local artisans, supporting local fabric businesses, and preserving cultural heritage. This well-structured canvas provides a comprehensive roadmap for Hania Fashion Design's business strategy, integrating local identity into its brand while emphasizing quality and community impact.
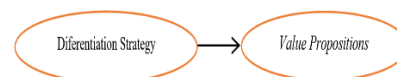

Figure 4 Application Strategy Red Ocean Hanisa Fashion Design

Figure 4 illustrates the relationship between a Differentiation Strategy and Value Propositions for Hania Fashion Design. The business employs a differentiation strategy as a core approach in competing within the market. This strategy works by convincing customers that Hania Fashion Design's products are superior and distinct from those of competitors. Through differentiation, the business seeks to stand out by offering unique value that resonates with its target audience.

Hania Fashion Design emphasizes Value Propositions as the foundation of its differentiation strategy, as outlined in its Strategic Business Model Canvas (SBMC). The Value Proposition element in the

SBMC includes characteristics like high product quality, customization options, effective communication, and fair pricing. By focusing on these qualities, the business creates a unique selling point that enhances customer perception and loyalty. This emphasis on the value proposition is essential, as it not only strengthens the product's appeal but also sets Hania Fashion Design apart from other similar businesses in the market.

The purpose of centering the differentiation strategy on the value proposition is twofold: first, to capture a larger share of the market by attracting customers who value unique and high-quality products; and second, to maintain a competitive position. By leveraging a strong value proposition, Hania Fashion Design can effectively communicate the distinctive qualities of its products, thereby building a loyal customer base and achieving a sustainable competitive advantage.

4. CONCLUSION

Based on results study and discussion so could drawn conclusion as following:

1.   Overview general strategy used business on Hanisa Fashion Design that is use SWOT analysis that sees from internal conditions and external Hanisa Fashion Design.

2.   Hanisa Fashion Design has identify draft business model canvas for doing the business that has nine block namely : a.) Customer segments Hanisa Fashion Design that is old girl more from 17 years old single nor already married. b.) Value Propositions Hanisa Fashion Design is custom product , quality product , and good service.   c.) Channels such as WhatsApp , Instagram , and Facebook. d.) Customer Relationship Hanisa Fashion

Design that is personal approach, interaction social , discount or gift for booking more from three pcs outfit, dan good communication with customers. e.) Revenue Streams from sale product through transaction sell buy with customers. f.) Key Resources owned, namely assets owned in the form of Number Parent Endeavor (NIB), outfit model design, and skills seamstress local. g.) Key Activities Hanisa Fashion Design is To do operational (purchase ingredient raw to the production process), quality control, packaging product, delivery product, promotion and product branding. h.) Key Partnership consists of tailors local, shop cloth, shop sequins and tool sewing, and JNT & Pos Indonesia. i.) Cost Structure consist from cost operational (purchase ingredient standard), and cost variable (wage sew and transportation).

3.   Results identification business model design based that is there is element addition like vision and mission, co-creator and beneficiary on element customer segments and value propositions, as well as element impact & measurement. Besides that there is points addition on element customer segments, value propositions, channels, and elements key activities.

4.   Formulation strategy business use Social Business Model Canvas on Hanisa Fashion Design that is use strategy red ocean. Strategy applied red ocean through strategy differentiation with Secrete different products from competitors and emphasizing on value propositions as element for optimizing strategy business.

    As for the advice given from results research, namely for those who want carry on study expected could To do business model comparison on study this with business model another canvas to find

more business models good for to front . Study this no To do business model innovation for Entrepreneur social but develop existing business models there is then customized for needs Hanisa Fashion Design.

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