

Numust.style's business innovation strategies using SWOT analysis and the canvas business models

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ABSTRACT

This research was conducted to formulate a strategy of business development and innovation Numust.style using Business Model Canvas (BMC) and SWOT analysis in the face of business competition. The data collection process was carried out through a live interview with the owner of Numust.style. The result found in this study that proved that numust.style already had a frame for work of nine elements of the Business Model Canvas or (BMC) and SWOT analysis that were the references to running a business, but there were still shortcomings in optimizing BMC and SWOT analysis for it, then the researchers adopted SWOT analysts (Strengths, Weaknesses, Opportunities, and Threats) to improve business development and innovation strategies. Numust.style will optimize the use of strategies to enhance business development by making products a trendsetter or product that is bestseller or booming, as well as reviving creative ideas and innovations that will be implemented in business development strategies on a regular basis, in the development of business. as well as creating the best service for buyers who shop at numust.style.

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1. Introduction

With the ongoing development of Muslim fashion, every Muslim fashion store is striving to showcase superior products or collections that are currently on the market or highly sought after by consumers (Angelica & Rusdi, 2022)

In this case, there are many emerging fashion that are very diverse and of course many young people who are interested in making Muslim fashion as a business, from here emerges the Micro and Medium Enterprises (UMKM), a form of entrepreneurial activity that plays a pivotal role in economic development. (Alom et al., 2016) small and medium-sized enterprises are genuine agents of change that can advance society and can bring innovation with constant change, as well as enhance creativity.

Indonesia is listed as one of the countries with the largest Muslim populations in the world, according to the World Population Review data the Muslim population in Indonesia is in the range of 229 million people or 87.2% of the population of Indonesia. (Bar-On et al., 2022) Looking at the data, the market size is very likely to be a Muslim fashion business opportunity, because in fact it is crowded to buy new Muslim clothes on the eve of religious holidays. Therefore, this fashion business is one of the business ideas with a profitable prospect

The city of Bandung, renowned as a fashion hub, holds immense potential for the development of the clothing industry, particularly when the industry contributes to the community and the surrounding area. Bandung City is a creative city with a human resource potential that is scattered across all areas of Bandung City. (Wijaya & Adib, 2019)

Fashion is a need to dress up to meet the lifestyle in today's clothes not only serves as a means to cover the body but also as a way to communicate (Wijaya, 2019). Fashion is the business that will not be extinguished if you keep following the trend that is evolving, so that this fashion business can be developed in such a way that it is the innovation of the very latest models and trends at the moment. (Wijaya & Adib, 2019)

The advancement of technology has become an opportunity for online business operators because it can be done very easily just by means of mobile phones and the Internet. This makes it easier for to sell their products or services on a particular platform, and it also makes it easy for sellers and customers to communicate in transactions. A running business requires a robust business marketing strategy and needs to involve large to small elements that can enhance the business itself. To understand a business marketing strategy, we need to know about the business model we use. Nowadays a lot of business models are used by entrepreneurs, where the business model becomes a concept that stands out among other management concepts. Therefore, in order for a business to run well, a proper business model is needed to be able to compete with other business operators.

In the business environment, competition is a very natural thing. The more competitors in a business, the more creative people will grow as well as new ideas about fashion, so it takes good product quality, a broader level of creativity and innovation to attract consumer purchasing power with the products consumers need in terms of design and models that are trending in fashion, (Nuryani et al., 2023) besides it needs to pay attention to larger production to cover a wider market. and can penetrate the global fashion market as well as produce goods quite quickly because of the many other operating in the same industry with larger production, also consumers who are already accustomed to the fashion model that they are issuing do not forget also of course with additional financial capital.

Bandung is known as a fashion city with a very tight competition. Many businessmen look at market shares that are seen as potential with the development of fashion business. (Wijaya, 2019). The rapid increase in the number of Muslim fashion businessmen from local and international brands in line with the opinion of experts influenced by the marks of social media in the development of technology, offline businessmen switched to online-based business models (Susilo et al., 2013). It shows that the competition in the fashion industry is getting tighter every year.

As is known in this modern era a lot of fashion and Muslim fashion brands that have emerged, because the need for Muslim fashion women today is very rapidly developing, can be said that the need of the society to Muslim fashion is a consumer needs following list of Muslim women fashion stores that are in the area of Bandung: Rifany hijab, My outfit, Oclo, Atelier Angelina, Rurik, Misty vori, Monel and Numust.style.

Bandung is not only known as the center of fashion and fashion trends amongst the community. Because bandung is very famous for fashion-fahshion that became the trendsetter, Therefore Numust.style is present and makes the fashion trend in bandung more and more known to the community, by presenting the latest fashion-fashion and different from the others because we give the quality of every piece of material that we sew to be one garment that will have a high appeal and sales power among the general public and can compete in the global market. Numust.style is one of the start-ups in the Muslim women's fashion industry that has been in place since June 1, 2022. The products produced include shirts, panties, Muslim dresses, cardigan, sweaters, with our own production is the brand name. It is important for Numust.style to produce quality products because consumers have a desire to get products with the best quality.

Busana is a textile creation product that contains many different social meanings. The development of Muslim fashion in Indonesia is currently undergoing a very significant change. The tradition of dressing according to Islam is adapted with the luwes and liquid in Indonesia, adapted to the local culture. From that, a Muslim fashion design emerged that later became a popular culture. This article deals with the evolution of Muslim fashion design with the sociological approach of Pierre Bourdieu to looking at habitats and their carrier agents. Therefore, Muslim fashion can be one of the very profitable if it is run well and correctly and follow the Muslim fashion trends in Indonesia. (Damayanti, 2014)

Quality of the product given is expected to encourage consumers to buy more products and give good reviews so that causes other consumers believe in the products of Numust.style and eventually become loyal customers of our products. Numust.style started selling online based through instagram, after which we added to plates from sale online or e-commerce dimas now with the development of an era that is very

advanced and rapidly once so that numustic.style also evolved by producing the latest product innovations or models following today's growing Muslim fashion trends.

Numust.style is one of the start-ups in the Muslim women's fashion industry that has been in existence since June 1, 2022. Products produced including shirts, pants, dresses, cardigan, sweaters, with our own production is the brand Numust.style. It is important for Numust.style to produce quality products because consumers have a desire to get products with the best quality. The quality of the product given is expected to encourage consumers to buy more products and give good reviews so that causes other consumers believe in the products. Numust.style and eventually become loyal customers of our products. Numust.style Following the growing Muslim fashion trends today.

2. Research Method

This research employs a descriptive methodology with a qualitative approach, as delineated (Savira & Suharsono, 2013). Qualitative research, rooted in postpositivist philosophy, aims to investigate natural phenomena, distinguishing itself from experimental approaches. In this methodology, the researcher acts as a key instrument, with data sources sampled purposively and through snowballing. Data collection utilizes triangulation techniques, analysis is conducted inductively, and the research outcomes prioritize understanding over generalization

The objective of this research is to describe and construct insights from in-depth interviews on the subject matter, thereby elucidating the application of the Business Model Canvas for developing competitive strategies (Case study of numust.style).

Utilizing SWOT analysis and the nine elements of the Business Model Canvas (BMC), this research examines the internal and external conditions of numust. style in Bandung City, aiming to understand how SWOT analysis, when integrated within the BMC, informs the execution of business strategies.

3. Results And Discussions

3.1 Identification Numust.style's with SWOT Analysis

Analysis SWOT is method planning business which used for evaluate strength, weakness, opportunity, and threat which involved in something project or in do your business. Analysis SWOT could help company in reach profit and could identify weakness which there is in something in company (Akbar et al., 2022) From results study which Numust.style's applied analysis SWOT as following:

Table 1. The results of the SWOT analysis on numust.style's

Key Partnerships	Key Activities	Value Propositions
Tailor/sewing	Selling muslim fashion with the best quality	The superiority of bisnis this venture is selling at an affordable price with the best quality ingredients and sewer boutiques
Fabric Store	Purchasing + Quality Control	Alawsy up to date with lates fashion models
Raw material suppliers	Sell products with new designs	Providing the best online server with fast response
Ecommerce	creating instagram content, and shoppe latest product photos	
Paid promo selebgram		
Customer Relations	Customer Segments	Key Resources
Discounts and promotions on social media accounts	Muslim teenage women	Hp
Program giveaway	All classes, teenager, student, and housewives	Cutting machine
affiliate program	Ages 15-50	camera
Friday blessings	Fashion lovers	Laptops
		Property photoshoot
		Packing equipment
Channels	Cost Structure	Revenue Streams
E-commerce	Employee salaries	Bag Sales promo
Social media tiktok, instagram	Product production process	Hampers with package
Millenial muslim community	Marketing costs	Sale hijab
WOW (Word Of Mouth)	Tools and consumables	Big voucher
	packaging costs	Event-event eid fitri,ied adha
	Equipment and used goods revenue streams	
	Product sales results	

It is known that based on table 1 swot analysis the main factors are weaknesses, opportunities, threats and strengths that affect situations and conditions, in this case numust.style takes action in more detail and uses canvas business models (BMC).

Customer Ssegment

Numust.style's market segment is online customers with market segments using smartphones and social media, which is where we take a huge market segment. The numust.style market segment is also a 17-50-year-old segment dominated by Muslim women and students, who are located in the town district of Bandung.

Value Proposition

It is the advantage that is expected by numust.style to serve the customer with the best service and good products, the value proposition among customer is very influential because this is the material of the designer numust.style to distinguish himself from the competitors in Muslim fashion. Distinguish from the products that are always bestsellers and the latest models that we have released also at affordable prices for the community.

Channel

As a result of the evaluation numust.style need to improve content on social media and more diligently upload content every day by following trending fashion trends, making ads on various plates of e-commerce, as well as we are at least willing to cooperate with others to improve the value of numus.style.

Customer Relationship

In this customer relationship numust.style serves online orders through instagram, shopee, tiktokshop, as well as serves offline purchases who want to date directly to home. Like other online stores also numust.style hold give away or promo voucher on certain days or big days such as idol fitri, adha, and month of Ramadan, and do not forget also to our subscriber customers, we sellu give discount hamper can reach 50%.

Revenue Stream

Income earned by the company. In this study numust.style got the highest income in April IDR 6.000.000 and average monthly income IDR 3.500.000 per month, the income is also volcanic is down and up, it is influenced by the marketing strategies used, like on instagram with collaborating selebgram, shopee, and also tiktokshop, if our content attracts a lot of people and has the best quality of goods and goods that are always ready to eat the income every month will surely go up, so there is a problem that can be fixed with better delivery strategy.

Key Resource

The most important corporate superpower is human They are regarded as our key resources, because they are needed for the operation of business procedures to continue to run lancer and continuously with each other. Friends can also invite friends to participate in these activities. And they should be relevant in all social media. For the founders and co-founders often hold meetings and

Key Activities

Numust.style's muslim fashion clothes with very new trends and is always up to date about fashion developments so that we do not fall behind with the very rapidly growing Muslim fashion era as well as many of these competitors, we set themes, cakes, earth girls, and pastel colours other coco for in mx and mach. We're also focused on the vision and mission to be fresh and realized for free opening off-line stores, so our brand is becoming known to the general public.

Key Partnerships

The main partnership Numust.style is working together with the convention of the district of Sorenag district, we also have consulted about the fabric or even the thickness of the model that will be issued whenever there is a new model. From the beginning of its establishment in 2022 and until now we have been collaborating and producing a Muslim fashion best seller amongst the Muslims of the city of Bandung.

Cost Structure

Numust.style distributes costs including, wages, raw materials, incentives and promotions, equipment loads, and transportation costs in the cost structure, numust. style always focuses on constantly

improving the quality of grasslands and making prices very affordable for all sectors, as well as placing the best servant to the customer in each of its buyers.

The TOWS Matrix is part of the SWOT Analysis, which offers a more strategic insight through the identification of alternative action options based on a combination of internal and external factors. This matrix, which detects threats before opportunities, will be implanted into four alternative strategic cells namely SO strategy, ST strategy, WO strategy, WT strategy, (Inge Monica, 2020) (Delano et al., 2022).

It can help even better in terms of numust.style to set a more dynamic business environment goal to create a business that is uncompetent and successful in the field of Muslim fashion and become the trensetter of the Muslim fashion model in the town of Bandung. As well as obtaining the strategy that best suits the threats and opportunities. The results of SWOT implementation on BMC elements will be used as a basis for strategic planning in the TOWS Matrix in Numust.style

Table 2. Development of TOWS matrix strategy based on SWOT implementation on BMC

Factor	Strenght	Weaknesses
Opportunities	Strategi SO	Strategi WO
	Create the latest fashion model innovations to improve sales value. Develop good relationships with business Partners and employees to create good teamwork. Increase the use of diverse social media for online marketing purposes. Improve the service and quality of fashion materials that we have to differ from other competitors. Always celebrate customer skills when using our products to be evaluation. Enhance the re-creation of content and advertising in social media to increase sales.	Determining market segments with more specific and innovative. Increasing the number of online platforms to use will attract many Indonesian Muslims. Conducting surveys to find out how interested the customer is in using our products. Improving cooperation with influencers because it is very helpful in the sale of products.
Threats	Strategi ST	Strategi WT
	Offering excellent service to the customer. Providing products that match the wishes of loyal customers. Collaborating with influencers or entering the sphere of government. Create products that can be adapted to all outfits, such as casual, non-formal, and formal. To reach a wider customer. Find and select business partners in the field of fashion to incorporate numust.style products to grow further. Controlling and periodic evaluation to make budget use more efficient.	Choose the right market segment because of its many competitors in the field of Muslim fashion. Give the impression of different servers and products. Rutinely ask for feedback from each customer. Implement innovation oriented to solve existing problems. Multiply its latest model with innovation fashion model once out to differentiate from the other Muslim mode.

Table 3. Analisis Matriks SPACE

Internal Strategic Plan Financial Strenght (FS) (1 Worst; 6 Best)		Score	External Strategic Plan Enviromental Stability (ES) (-1 Best; -6 Worst)	
Operating Profit Numust.style	4	Inflation Rate	-1	
Operational Liquidity	2	Business Risk	-3	
Working Capital	3	Fashion Trend Change	-3	
Other Income	3	Technology Development	-2	
Total Assets	3	Customer Behavior Change	-3	
Average	3	Average	-2	
		Total Score	0.6	
Competitive Advantage (CA) (-1Best; -6 Worst)		Score	Industry Strenght (IS) (1 Worst; 6 Best)	
Product Quality	-2	Always Needed	4	
Market Share	-3	Potential Growth	5	
Brand Image	-2	Potential Benefit	5	
Quality Service	-2	Easy of Market Entry	5	
Technological Digital	-2	Resource Utilization	3	
Customer Loyalty Numust.style	-3	Produktivty	4	
Average	-2.3	Average	4.3	
		Total score	2	

The SPACE matrix, which analyzes from the internal point of view of the company by reviewing the strengths and weaknesses that exist within the company and from the external point of view of the firm by examining from the perspective of the opportunities and threats that exist outside the company which is subsequently made the matrix to know the company's position against the application of the Company's Application System (Suwarno et al., 2021) (Space & Ahp, 2021)

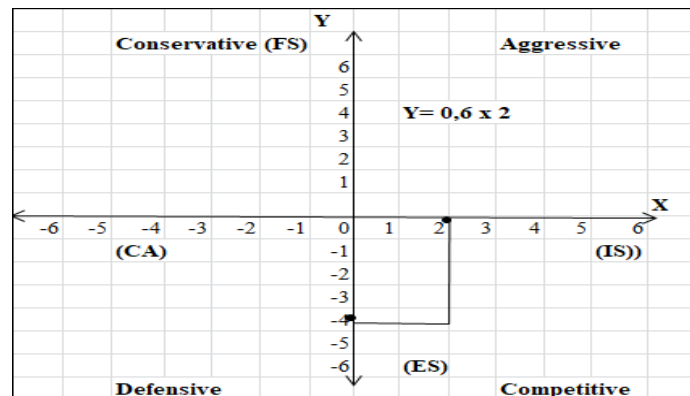


Figure 1. SPACE Matrix Analysis

Source: Processed by Researchers (2023)

On the space matrix diagram, it can be seen that the line indicates a "Competitive Strategy" as the most suitable strategy to be used by Numust.style today. A competitive strategy that focuses on product quality, market share, brand image, quality of service, technology, consumer loyalty numust.style will be perfectly suited to using ST strategy, (see table 3), because this strategy helps in doing business development from starting turnover up to the differentiation of the value of the product that we will family in the field of Muslim fashion numus.style. Here's the Numust.style BMC Strategy based on the Competitive Strategy:

Table 4. Numust.style's canvas model business

NUMUST.STYLE MODEL BISNIS CANVAS				
Key Partnerships	Key Activities	Value Propositions	Customer Relations	Customer Segments
Tailor/sewing	Selling muslim fashion with the best quality	The superiority of this venture is selling at an affordable price with the best quality	promotions on social media accounts	Muslim teenage women
Fabric Store	Purchasing + Quality Control	the best quality ingredients and sewer boutiques	Program giveaway affiliate program	All classes, teenager, student, and housewife.
Raw material suppliers	Sell products with new designs	Alawsy up to date with latest fashion models	Friday blessings	Ages 15-50
Eccommerce	creating instagram content, and shoppe latest product photos	Providing the best online server with fast response		Fashion lovers
Paid promo selebgram				
Key Resources		Channels		
Hp		E-commerce		
Cutting machine		Social media tiktok, instagram		
camera		Millenial muslim community		
Laptops		WOW (Word Of Mouth)		
Property photoshoot				
Packing equipment				
Cost Structure			Revenue Streams	
Employee salaries			Bag Sales promo	
Product production process			Hampers with package	
Marketing costs			Sale hijab	
Tools and consumables			Big voucher	
packaging costs			Event-event eid fitri,ied adha	
Equipment and used goods revenue streams				
Product sales result				

This research has produced a managerial implementation that can be seen from the BMC's refinement formulation that has recommended the S-T strategy, as a suitable tool for improving

competitiveness in this increasingly fuzzy era, not to mention about Muslim fashion so many competitors. Here is a description of the researchers' recommended strategy for Numust.style: a) Offer excellent service to the customers, in this case numust. style should improve service to customer online as well as offline because customer satisfaction is becoming the main motto in our fashion business by the satisfaction of a customer with our products and services then that is where will be created customers who become subscribers to Muslim fashion in numus.style. b) Providing products that match the wishes of loyal customers, the product that has been ordered by the customer must conform to the customer's wishes as in the photo of the seller of the product A, then the affirmed must also be the products A, so that the customer is not disappointed about the product that they bought in our store. c) Collaborate with influencers or enter government. About Muslim fashion. To increase the market segment, it is necessary to collaborate with others, for example, with influencers because it will increase the effectiveness of marketing so that our products are more widely known amongst the public. d) Innovate based on mature analysis and consideration in order to the vision and mission of the company. In this case, performing routine and periodic innovations that are adapted to the needs of the Muslim fashion market, with competitive planning and regulation, as well as overseeing the use of the budget in order to create efficiency and effectiveness in terms of business activities. e) Create a product that can be customized across all outfits, such as casual, non-formal, and formal. To reach a wider customer. The fashion products we make can be used for all fashion outfits, because the colors are nude, and suitable for use in all activities, it includes our vision and mission as a numust.style. f) Find and select business partners in the field of fashion to include numust.style products in order to grow further. To increase turnover and sales, then we can find partners to work together in the same field so that numust.style products are widely known. g) Conduct periodic controlling and evaluation to streamline the use of the budget. Here we do a monthly evaluation of the revenue and revenue that comes out every month this month to be an innovation to enhance the marketing process more advanced.

4. Conclusion

In running the business, Numust.style has led to the goal he wanted. Using the Nine Elements of the Canvas Business Model is necessary and already running, but still hasn't succeeded in maximizing it and development also needs to be done in its implementation to get maximum results and goals in the development of the business Numust.style

SWOT analysis also shows that there is a strong threat from the same competitors in the field of Muslim Fashion around so many cities. It can also be concluded that the goal to be achieved is by developing and innovating on the quality of products and services as well as optimizing digital marketers such as social media, and, markets that are able to increase sales by following trends, and collaboration with influencers or selegram that have a huge impact on the business of numust.style, in all aspects less this analysis of business development innovations using.

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