Sewing Service Innovation Analysis to Face The COVID-19 Pandemic Using Business Model Canvas for Fashion Industry

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Abstract. The covid-19 pandemic has made everyone lose their jobs. Nearly 6 million employees have been laid off by companies in Indonesia, in the textile industry has reached 2.1 million employees. Many tailors decide to open a home sewing service but still do not come up with a solution due to social distancing. Related to several complaints from the public regarding the difficulty of going out of the house, it is one of the reason to take advantage of online sewing service technology. This study aims to determine business plan analysis, the entrepreneurship and combination of marketing strategy, financial strategy, and organization in facing global challenges such as the Covid-19 pandemic. This research used qualitative method and literature study. The result was expected to analyze the small business by using the business model canvas analysis and SWOT analysis. Data collection techniques using in-depth interview, documentation, and literature review. The result would contribute more effective management to anticipate unpredictable pandemic and become inside-out market orientation. Thus, would focus on innovation and ideas development that related to market changes.

Keywords: Business plan, business model canvas, and swot analysis.

1. Introduction

The COVID-19 pandemic has caused a shock to the economy, both at the individual, household, micro, small, medium and large levels. The pandemic is also affecting economies on a local, national and even global scale. The business world as a support for the economy is among those affected by this pandemic. Nearly 6 million employees have been laid off by companies in Indonesia, in the textile industry has reached 2.1 million employees [1]. The fashion industry is in the midst of a hyperspeed evolution, many retailers have filed for bankruptcy and some are closed the offline store focusing for online store. Online shopping will become more of a habit. Similar to the 2008 recession, there will be more support for buying second-hand and directly from small businesses who manufacture responsibly [2].

People do something with different ways to avaoid become unemployed. To solve the problem of unemployment and poverty, the right choice is to create jobs or start a new business

by maximizing the potential and skills of the unemployed workforce with marketing strategy, financial strategy, and organization in facing global challenges such as the Covid-19 pandemic [8-9]. To know whether or not our business is viable, we must study the business feasibility study. There is much we can do when we start a new business, one of which is to use a business strategy. One of the business strategies is to use the business canvas model and swot analysis [4-7].

Business Model Canvas (BMC) consist of some aspects [5]. This sewing service innovation refers to the online system, is a promising business. Businesses like this when developed with the right techniques and market approaches will bring great profits to their owners. Based on these things, research on the feasibility study of online sewing services engaged in the business of service business is reviewed from aspects related to feasibility studies. Before this type of business stands, it is necessary to strategize about the right type of strategy to run [12]. Business Model Canvas is an organizational function and process to create, communicate, and give a value to the customer and to organize customer relationship that is beneficial to the organization and stakeholder, that is consist of innovativeness, risk-taking, proactiveness [11].

2. Method
The research used analysis descriptive qualitative to analyze Business Model Canvas (BMC). By processing and analyzing data, and describing the data that has been collected in general. The main source of data collection on qualitative research and activity was obtained through interviews. The other data obtained through the physical data collected comes from personal documents, other official documents, and literature review. The analysis included all dimentions of the BMC. Besides, the SWOT analysis was needed. SWOT (strength, weak, opportunities, threats) focus to find out the current situation or environtments.

3. Research Result
3.1 SWOT Analysis

Tabel 1. Internal Factors

Strengths :	Weakness :
• Have a reliable workforce. • Have employees who produce quickly but with neat stitches. • It has a coiled machine. • Priced • Clothing models can be determined by ourselves • On time • Absence of rivals around the business	• Multiple positions • Lack of employees makes it difficult to accept more orders

Tabel 2. External Factors

Opportunities :	Threats :
• Community needs • Most adults and adolescents use home sewing services, but this pandemic has left people unable to get out of the house. • Because of the absence of competitors, it is possible that the business can grow rapidly	• Rising prices of raw materials • With the increase in the price of raw materials, the price of production is even greater so that sales fall. • Scarcity of materials and equipment suppliers. • Supplier scarcity can be a threat because in the absence of suppliers it can stop production or increase service prices.

Tabel 3. SWOT Analysis

	STRENGTHS • Have a reliable workforce. • Have employees who produce quickly but with neat stitches. • It has a coiled machine. • Priced • Clothing models can be determined by ourselves • On time • Absence of rivals around the business	WEEKNESS • Multiple positions • Lack of employees makes it difficult to accept more orders.
OPPORTUNITIES • Community needs • Most adults and adolescents use home sewing services, but this pandemic has left people unable to get out of the house. • Because of the absence of competitors, it is possible that the business can grow rapidly	S-O STRATEGY • The absence of competitors around the business makes the business will grow rapidly let alone have a machine that kumplit can help the process of workmanship. • The existence of a pandemic makes people unable to get out of the house, therefore the price offered is relatively cheap.	W-O STRATEGY • The existence of multiple positions and lack of employees affect the process of workmanship that can bring out competitors with new innovations.
THREATS • Rising prices of raw materials • With the increase in the price of raw materials, the price of production is even greater so that sales fall. • Scarcity of materials and equipment suppliers. • Supplier scarcity can be a threat because in the absence of suppliers it can stop production or increase	S-T STRATEGY • The price of services offered may increase due to the increase in the standard price. • Consumer confidence could decline due to un-promised material suppliers.	W-T STRATEGY • The process can be very long because the supplier of materials and equipment can be hampered.

service prices.		

3.1.1 Marketing Aspects

The success of the business will be determined by the ability of online sewing services to market the business of services business. Especially in the middle of this pandemic, then the owner needs to think of ways to be able to attract customers in order to be willing to use the services offered. In the service business there must be competition between the services that have developed with this online sewing service, so in the face of such competition, this online sewing service always provides the best service, product quality and price for regular customers as well as new customers. In addition, online sewing services always give discounts to friends or people who bring buyers to use our services and who have promoted our services as a thank you, so that they can be mutually beneficial.

3.1.2 Technical Aspects

In this technical and technological aspect, it discusses the determination and selection of business locations, the concept of order flow, and the concepts needed with the aim of attracting consumers.

3.1.3 Financial Aspects

Capital has an important role and is always needed as a first step in establishing a business. Just like the owner of online sewing services, it also requires initial capital to set up the business. The initial capital used to set up the business comes from personal savings. In the financial settings of this online sewing service still use simple bookkeeping, every purchase or interest is still manually flawed. So how much the percentage increase from year to year cannot be known for certain.

3.1.4 Management and Human Resource Aspects

Because this sewing service business is still small scale with one place and operations carried out on a family-friendly scale, the organizational structure is still very simple consisting of 5 employees (marketing, finance, designer, and 2 assistant designer), 4 tailors, and 1 delivery staff.

4.2 Business Model Canvas

1. Customer Segments (CS)

• Demographic Segmentation

Women and men aged 18 years to 55 who work as office workers, private employees, housewives, and students. At that age there are many activities that will be attended but do not have much time to go to the tailor.

• Psychographic Segmentation

Someone who wants to be instant, rely on others, and be simple.

• Geographic Segmentation

People with a strong economy living in Bandung.

2. Value Propositions (VP)

• The value offered by online sewing services is a sewing service that attaches importance to the safety of customers in the middle of this pandemic with door to door services.

• Not only provide security, online sewing services also offer the best service for clients with the aim of making clients feel special. This is realized by making an interesting packaging with thank you card that mentions the specific name of the client.

3. Channels (CH)

The process of communication to customers to obtain products through the following means:

• Online, sales that can be accessed through the Instagram platform to see the portfolio of tailors and chat apps that is WhatsApp.
Product distribution process using delivery service by one of the staff who understands about patterns, measuring, and sewing

4. Customer Relationships (CR)
• Clients can communicate with admins via direct messages on Instagram and WhatsApp to inquire about portfolio and use of online sewing services.
• Order feature that is easy for clients to order and make payments via WhatsApp.
• Open Mind feature that can be used for clients to discuss about clothing models and clothing sizes to be executed.
• To add followers on Instagram, the online sewing service hosts quizzes about fashion, or healthy lifestyle during the pandemic each month simply by answering questions and following our Instagram account. Quiz winners will get masks for free.
• To increase sales, there are several efforts made such as offering clients to become members to get even more discounts, compared to non-members.

5. Revenue Streams (RS)
Income derived from online sewing services with a selling price range of Rp 50,000 - Rp 500,000 per product depends on difficulty.

6. Key Resources (KR)
The main resources are tailors who must keep up with the trend and demand of the market. The human resources needed are tailors, craftsmen, designers, financials, and marketers. The source of both funds comes from private funds.

7. Key Activities (KA)
The main activities that are done are to process orders, fittings, production, finishing, quality control and packaging, then send products to the client.
The creation of a marketing plan that continues to grow every month.

8. Key Partnerships (KP)
The main partnerships working with this online sewing service are sewing vendors, fabric material vendors, packaging vendors, tailors, designers, and delivery service staff.

9. Cost Structure (CS)

Tabel 4. Cost Structure

Needs	Qty	Unit	Price/Qty
Additional Material	0.5	Meter	20000
Sewing Service	1	Pcs	50000
Hang Tag	1	Pcs	3000
Cloting Label	1	Pcs	2000
Packaging	1	Pcs	15000
Deliver	-	Pcs	20000
		Total	110000

Souce : Primary Data

The results of this Business Model Canvas (BMC) analysis provide recommendations as a solution to be able to develop during the covid-19 pandemic. In addition, this business needs a

lot of innovation to grow the business. This has implications for the company's performance. BMC that has been applied can be applied as the right Business Model in other small businesses because it is applied based on SWOT analysis as well.

4. Conclusion

The result of this study is analyzing the Busniness Model Canvas model of online sewing services and provide recommendations as a solution to keep having work during the covid-19 pandemic. In addition, online sewing services require a lot of innovation to develop new businesses. Business Model Canvas that has been applied to online sewing services can be applied as the right Business Canvas model in business scale because it is applied based on SWOT analysis.

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