

ABSTRACT

Nadia Souvenir's MSMEs, which are engaged in the production of Acehese embroidery bags and wallets, have experienced a decrease in production due to the COVID-19 pandemic and have not fully recovered until 2024. High competition between similar businesses and digital marketing that is not optimal also weakens business stability. This study aims to analyze the application of Business Model Canvas (BMC) in the development of Nadia Souvenir's MSMEs. This study uses a descriptive qualitative approach, with a data analysis method based on the Business Model Canvas (BMC). The data source is obtained through primary data and secondary data. The results of the study show that Nadia Souvenir Business MSMEs have implemented nine elements of BMC in their business. This business serves local and national consumer segments. The main value proposition is in the form of affordable prices. Distribution channels are optimized through social media. Customer relationships are built through a personal approach and quick response. The main resources include production sites, labor, and will be developed with a digital production and stock recording system. The main activities include the provision of raw materials, production. Partnerships are carried out with suppliers, delivery, souvenir shops, government agencies, and will be developed with universities. The cost structure is focused on strengthening the digital-based workforce and online promotion. This research can be concluded that Nadia Souvenir MSMEs have implemented nine elements of the Business Model Canvas in their operations, but still require further development, especially in digital media optimization, digitization of records, expansion of market reach, and capacity building of the digital workforce.

Keywords: Aceh Embroidery Bags and Wallets, Business Development, Business Model Canvas, MSMEs, Nadia Souvenir.