

# Community Empowerment with Business Model Canvas on Hijab Hampers (Case Study @hampershijabku)

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## ABSTRACT

The world of fashion for hijab is a promising business because more and more Muslim women are familiar with the hijab trend. Now more and more Muslim women are interested in wearing the hijab. There are many interesting tips and tricks on how to wear the hijab. This makes us see a great opportunity to open a hijab business. From these problems, the contribution of this community service is to get complete information about the canvas business model on hijab hampers. This community service uses qualitative analysis methods to find out how big the role of the Canvas Business Model is for startup businesses to design improvement businesses. The method used is descriptive qualitative. The result of this service is that the community, especially millennials, supports the existence of this almost hijab business because it is very helpful, especially for both formal and non-formal events.

## KEYWORDS

Business Model Canvas;  
Hijab Hampers;  
Millennials;



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## 1. Introduction

BMC or also known as the Business Model Canvas [1][2] is a method to get to know in more detail the type of business that is being or will be run in one canvas that contains a business plan with nine key elements that are integrated with each other and covers the internal and external strategies of the company's business units [3][4]. BMC is a common language for describing, visualizing, assessing and changing business models according to organizational conditions [5][6][7]. There are nine blocks in the Business Model Canvas [8] [2], namely; partnership relationships [9], key activities [10], value proposition[11], key resources, customer segments [12][8], customer relationships, cost structure channels, and revenue streams [13][14]. Business development is almost progressing with increasing interest and to start this business does not require large capital [15][16][17]. The material used is very comfortable to wear [18]. In addition, the processing system is also quite time consuming, and can be done anywhere[12]. This business is also a home-based business because the business capital is small and does not require many employees[19].

The Business Model Canvas that has been studied by previous researchers is used in this community service literature. Development of a Business Model and Its Performance in the Micro and Small Apparel Industry in the City of Bandung, Indonesia was researched by Ratnaningtyas [20]. Entrepreneurial Efforts to Train K-12 Teachers Using Technique as a Learning Context was researched by Kukreti [21]. The implementation of the triple bottom line to the business model canvas in reverse logistics was researched by Wit [22]. Business model proposals for energy transition towards operational and economic sustainability for rural electrification: The Colombia case investigated by Arango-Manrique [23]. The experience of nurse entrepreneurs in long-term institutions for the elderly was investigated by Trombeta [24]. Continuous situation-specific business model development: knowledge provision, method composition, and method application was researched by Gottschalk [25].

The challenge for business change in district heating was investigated by Lygnerud [26]. The synergy between app-based car-related shared mobility services for the development of more profitable business models was researched by Gilibert [27]. Blockchain for LBG Maritime Energy Contracts and Value Chain Management: Green Shipping Business Model for Ports researched by Philipp [28]. Business Model and Value-Based Banking Principles—Case Study of MagNet Hungarian Community Bank researched by

Gyóri [29]. Using the Business Model Canvas to Guide Pharmacy Doctoral Students in Building a Business Plan was researched by Holdford [30]. Designing Business Solutions for Plastic Waste Management to Enhance Circular Transition in Kenya was researched by Horvath [31]. Differences, Constraints, and Key Elements of Providing Local Sharing Economy Services in Cities of Different Sizes: The Case of Hungary was investigated by Czako [32]. Blockchain for LBG Maritime Energy Contracts and Value Chain Management: Green Shipping Business Model for Ports researched by Philipp [28]. Understanding value in healthcare settings: Application of business model canvas researched by Sibalija [33]. Business Model Changes Caused by Digital Transformation and the COVID-19 Pandemic and Their Possibility of Measurement—A Case Study researched by Stalmachova [34].

Continuity of Open Education Through Collaboration was researched by De Langen [35]. A new operating strategy for on-road modular, electric and autonomous vehicle concepts in urban transportation was researched by Ulrich [36]. A Participatory Approach in Planning of Basic Water Supply and Sanitation Projects in Rural Colombia was researched by Rossio [37]. Conceptual and Operational Integration of Governance, Financing, and Business Models for Urban Nature-Based Solutions researched by Egusquiza [38]. Digitization of Legal Business Models: The Post-COVID-19 Legal Industry was researched by Hongdao [39]. When a clothing designer becomes a businessperson: a design-centered training methodology for empowerment incubation researched by Tselepis [40]. The design of a business model canvas for a motorbike rental mobile application (Case Study at PT XYZ) was studied by [41]. A Three-Layered Business Model Canvas Meets the Beekeeping Sector. General and Special Considerations of Romanian Industry researched by Diana [42]. Convergence or divergence among business models of public bus carrier authorities around the world: The fuzzy approach was investigated by Buran [43]. Fostering Equality in Education: The Blockchain Business Model for Higher Education (BBM-HE) was researched by Son-Turan [44].

This community service contributes to implementing BMC in the world of hijab fashion. Hijab which comes from Arabic which literally means cover, can be interpreted by wearing a headscarf or headscarf with the aim of covering the genitals for Muslim women. Now more and more Muslim women are interested in wearing the hijab. This makes us see a great opportunity to open a hijab business. Along with the increasing number of entrepreneurs in Indonesia, packaging craftsmen, one of which is almost a box, has become a profitable business opportunity.

## 2. Method

This community service includes the application of research in the community with a case study approach to obtain information about the application of the canvas business model on this hijab hamper. This community service will be less in-depth if it only focuses on a certain phase or one particular aspect before obtaining an overview of the case in the community. On the other hand, a case on community service will lose its meaning if it is only intended to get an overview but without finding something or certain aspects that need to be studied intensively and in depth good implementation must be done directly in the real life of the investigated case. However, data on problems in the community can be obtained not only from the cases studied, but also from all parties who know and know the case well. In other words, data in case studies can be obtained from various sources but is limited to the case to be studied. The business modeling canvas is shown in Figure 1 [9]–[11], [19], [45], [46]. The figure shows that there are three keywords, namely partners, activities and resources. The three parts have each function

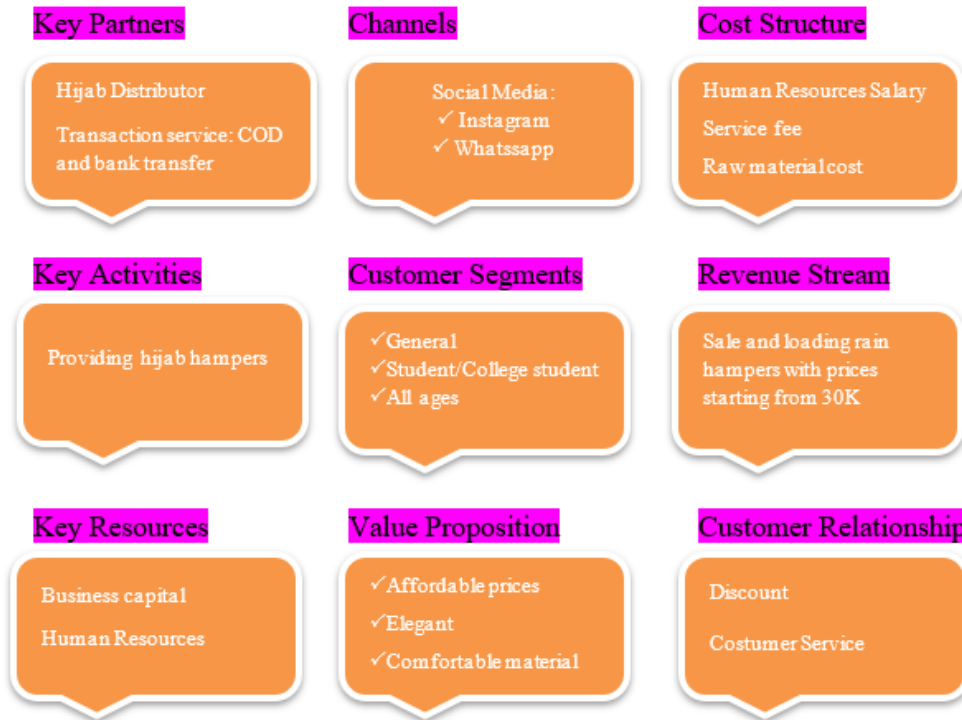


Fig. 1. Business Model Canvas.

### 3. Results and Discussion

Hijab hampers are arts and crafts designed to gift others by giving them an interesting and unique impression. The contents of these hampers can be requested as desired, each different content of course has a different price.



Fig. 2. Sample of Products

As a promotional medium and introduce products, we make pamphlets on the @hampershijabku Instagram account. We also promote our products on the whatsapp application by creating stories and offering them directly to some of our friends, neighbors and relatives. Which is expected to increase consumer interest in buying our products and services.

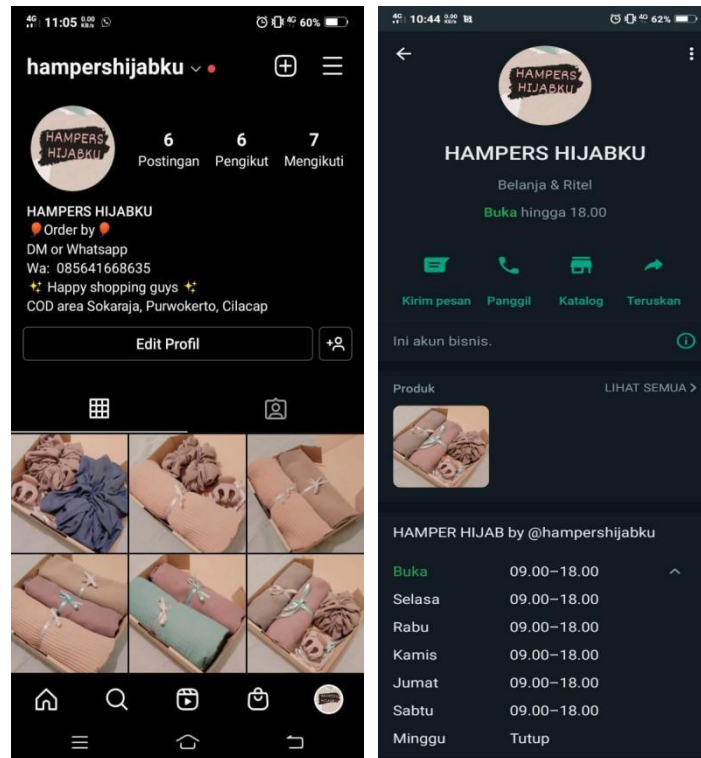


Fig. 3. Promotions Media (a) Instagram (b) WhatsApp Business

Obstacles in running a hijab hampers business:

a. Price competition

With a work system that is not too time consuming and can be done anywhere, of course, everyone can make it themselves. In addition, there are also many students who have already pioneered the hijab hamper business so that it becomes an obstacle or obstacle for the product which in turn causes price competition.

b. Limited Human Resources

This hamper business is included in one of the home-based businesses because the business capital is small and does not require many employees. Therefore, we encountered a bottleneck in human resources. Where this business is done by ourselves so that in one day we cannot accept orders in large quantities considering we are also still students and need good time management.

c. Send Package

This marketing strategy through Instagram causes the market from Hampers Hijabku not only to come from Purwokerto, but also from outside the city. So that the distribution channel is one of the obstacles for this business in sending hampers because the shipping costs borne by the customer will also be a consideration in determining purchases. Of course, the delivery of hampers will not only be calculated from the weight, but also from the volume and again the hampers are sometimes damaged with curves.

d. Cash on Delivery (COD)

Most of the customers are teenagers and live in several areas. We apply the Cash On Delivery system only in a few places such as Sokaraja, Purwokerto, and Kroya. Sometimes some of our customers can't COD according to the agreed time because there are some obstacles or obstacles so that it's not

uncommon for customers to make a sudden COD time decision so that it becomes an obstacle where our lecture time is a little disturbed.

#### 4. Conclusion

Through the right Business Model Canvas (BMC) mapping, @hampershijabku's business products will easily find the right market. Not only that, the use of BMC will make it easier for business actors to determine the direction of their business policies. Praise and gratitude for the presence of Allah SWT who has bestowed His blessings, mercy, and guidance. So that we can complete this task to the end. We hereby also express our gratitude to those who have supported and helped the success of our business activities. In essence, this activity is very useful for us in developing the entrepreneurial spirit.

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#### Author Contribution

The contribution of this community service is to get complete information about the canvas business model on hijab hampers. This community service uses qualitative analysis methods to find out how big the role of the Canvas Business Model is for startup businesses to design improvement businesses. The method used is descriptive qualitative. The result of this service is that the community, especially millennials, supports the existence of this almost hijab business because it is very helpful, especially for both formal and non-formal events.

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#### Conflict of Interest

The authors declare no conflict of interest.

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