

## **ABSTRACT**

*The business model is one of the main factors that can affect the performance of a business and is the key in a business to improve competitiveness and achieve its objectives, the business model is a model that is able to provide an explanation of how a business gain or achieve profitability and to know who the customer is the business , One of the most effective tools used to assess a business model is the Business Model Canvas as able to contribute to the use of the business model of a business. Business Model Canvas to focus on the idea of creating value in a business.*

*This study will analyze the implementation of the business model at the cafe Fruitea Holic. This study uses the theory of entrepreneurship, business models, SWOT analysis, and business model canvas, consisting of customer segments, value propositions, channels, customer relationship, revenue streams, key resources, key activities, key partnerships, and cost structure. This is done based on the objectives of this study wanted to analyze and acquire new strategies in the business model of Kafe Fruitea Holic.*

*The method used in this research is descriptive and type of analysis used in this study is qualitative analysis by using in-depth interviews in collecting primary data required in this study.*

*Results from this study is an evaluation of the business model of Cafe Fruiteaholic obtained based on SWOT analysis on each element of the business model canvas that has been done to improve the quality of products and services to customers, marketing, infrastructure, and financial capabilities Fruiteaholic Cafe. Hopefully this research can be useful to increase sales and grow this business in order to become bigger and better.*

**Keywords:** *Entrepreneurship; Business Model; Business Model Canvas*