

ABSTRACT

In era of globalization business competition is getting tighter, including in the coffee industry. Kadatuan Koffie is a brand development by PT Triatum Agrotektur. Kadatuan Koffie has its own factory that processed the coffee fruit to be ground coffee. With the coffee factory it's simplify the Kadatuan Koffie in running its business, but the Koffie Kadatuan still have problem in controlling data of incoming raw materials and outgoing items which effect on the lost of many goods or not listed in the form of goods. This happens because in the application of BMC (Business Model Canvas) owned by Kadatuan Koffie has not run effectively.

This research is intended to map the business process of Kadatuan Koffie using nine blocks of business model canvas that can solve existing problems, and make SWOT analysis to see where the strengths, weaknesses, opportunities, and threats of Kadatuan Koffie business

The results of this study suggest that the business model needs to be improved to additional partners on the commodity side of PT Indikom, key activities by adding of product standards, control and distribution of stocks, key resources by adding raw material stock and koffie farmer, costumer relationship by adding and giving buy 1 get 3 vouchers, join events and word of mouth, channels by adding instagram and facebook, towing customers through kaioke shops, customer segments by adding all genders and revenue stream by adding franchise fees.

Keywords: *SWOT Analysis, Business Model Canvas, Business Model*