

ABSTRACT

Bandung city known as the city of culinary tourism, there is a wide range of food from traditional to western. Culinary business offered in Bandung city is very diverse as café, restaurant, coffee shop until hawker centre in side of the road. One of the coffee shop in bandung is Armor Coffee which presents the main menu coffee from Sabang until Merauke. This study aims to identify and analyze business models at Armor Kopi Bandung by using the Business Model Canvas approach. After identify business canvas model, after analysis on each an element consisting of customer segments , value propositions , channels , customer relationship , revenue streams , key resources , key activities , key partnership , and cost structure.

In this study, the research method used is qualitative method with the type of research is descriptive. The technique of data collection in this research by observation, interviews, documentation and triangulation in wich the data isobtained from the social situation on the research that was Armor Coffee Bandung. The data will be processed by the author as materials to describe the existing Business Model Canvas of Armor Kopi Bandung.

Results from the analysis of a Business Model Canvas, a value proposition with the best quality raw materials with a distinctive flavors, sold at an affordable price, and design concepts back to nature. Customer segments, Armor Coffee Bandung have a target customer are teenagers. Channels using direct sales and instagram. Customer Relationship are able to build and maintain good relationships with customers using direct interaction. Key activites Armor Coffee Bandung is located in the production process up to the sales with Key resources owned the employees and physical evidence. For key partnership, armor coffee cooperated with many supplier raw materials, coffee farmers that affect to the cost structure in the form of production to sales. For revenue streams revenue is received through sales, rental results place, and become supplier for other coffee shops.

Keywords: Business Model Canvas, Business Model, Armor Coffee Bandung