

## **ABSTRACT**

*Food and beverage industry are very potential in improving society's economic especially in Bandung City. Culinary industry occupying the third position in Bandung City and has a big potency to be developed. Those potency is characterized by a new café growth is more increasing in Bandung because enjoy food and beverage in café is becoming a lifestyle for so many people in Bandung. According to the culinary tour rampant and unique café in Bandung the more unique also the food is made, one of them is Belah Doeren. Belah Doeren provides a variety of foods that are made from durian fruit. In its sales Belah Doeren has a target for each month in a year, but its still hard to achieve the target they set. In this case Belah Doeren need a new strategy to increasing they sales that can reach their target.*

*This research aims to give a business model proposal as an alternative strategy for Belah Doeren's business development and to solve the existing problem by evaluating the running business model using TOWS and Four Action Framework method. This research uses descriptive qualitative research method.*

*The result of this research reveal that Belah Doeren's business model needs an improvements on key partnership block by adding the work partner, on key activities by adding product consistency in order to maintain the quality, on value preposition by adding customer's comfort, customer relationship by involve the customer to create the new value, on costumer segment by head to modern lifestyle and on revenue stream by adding a new source of income from licensing and advertisement.*

**Keyword:** *TOWS Analysis, Four Action Framework, Business Model Canvas, Business Model*