

ABSTRACT

In this modern era, culinary business is one of the most wanted businesses and has great potential if it being learned seriously. Nona's Kitchen is one of the businesses in the culinary field that produces snacks and catering menus. However, Nona's Kitchen still focuses on only one segment, which is Telkom University students.

This research aims to elaborate the business process of Nona's Kitchen using nine blocks business model canvas or recommendation that can solve existing problems and create a SWOT analysis to see the strengths, weaknesses, opportunities, and threats of Nona's Kitchen business. The research method used is qualitative descriptive analysis. By using SWOT analysis and nine blocks business model canvas.

The result of this Business Model Canvas research revealed that improvement needed in customer block, which can be done by adding people who need catering and snacks, children, and company. The value proposition had to add enticing packaging, and make bento food for kids. Channels had to use Instagram and website. It also needed to participate in event and put the product in a market or RPL (Retail Preneur Lab). The customer relationship had to be built by making member card. The revenue streams had to be produced from the result of consignment. The key resource had to add shop as physical resource and make physical stock. The key activities had to set recipe and maintaining product quality. It also needed to make computerization for registering order. The key partnership had to cover online taxi bike and supplier packaging. Last but not least, the cost structure can be improved by renting place (shop) and tenant in an event.

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