

## **ABSTRACT**

*This research aims to photograph of business model in Onny Catering Service using Business Model Canvas 3.0 approach, then business model will be evaluated by SWOT analysis, IFE Matrix, EFE Matrix, IE Matrix, and QSPM to determine the best strategy recommendation in Onny Catering Service that will show new portrait of Business Model Canvas Innovation 3.0. The method of this research used a qualitative method. Data collection techniques were in-depth interviews, literature studies, and questionnaires.*

*The results showed that the business model of Onny Catering Service was good. According to the results of IFE Matrix with a total score of 3.46563 and EFE Matrix of 3.35007, Onny Catering Service had internal and external factors well. According to the overall IFE and EFE Matrix scores, In the IE matrix, Onny Catering Service was in cell 1 and 1st division. In Division 1, there were three suitable strategy alternatives that could be applied: Market Penetration, Market Development, and Product Development. According to QSPM Results, Onny Catering Service was fit to use Market Development strategy with the highest Total Attractiveness Score (TAS) of 9.49375. After that, Market Development strategy was applied to Business Model Canvas Innovation 3.0, so that became a new business model*

**Keywords :** *BMC 3.0, IFE, EFE, IE, QSPM*