

## **ABSTRACT**

Serantau Coffee is a coffee shop located in Bekasi City using the latest concept, the third wave coffee shop. This concept introduces a new value that is open bar design where the customers who come now not only aim to drink coffee, but also start to be interested in the background of the coffee they drink to the desired taste. Because Serantau Coffee shows very good conditions and has good sales, there is an offer to open a branch in Bandung. Before opening the branch, Serantau Coffee needs to develop its business model that can be applied to other branches, because the competition in the food and beverage industry especially the coffee shop is very tight with quite extensive market conditions. Designing a business model is one way of designing how a company creates, delivers, and captures value so that the company can compete with its business environment and is described in nine interconnected Business Model Canvas blocks consisting of Customer Segments, Value Propositions, Channels, Key Activities, Key Resources, Key Partnerships, Revenue Streams, and Cost Structure. The initial step in this research is to map the existing business model of Serantau Coffee, then conduct an analysis using business environment analysis and SWOT analysis. Analysis of the business environment is used to map four factors in the business environment namely Market Force, Key Trend, Industry Force, and Macro-Economy Force. After that, at the end of the process, new proposals can be given to the business model to improve the competitiveness of Serantau Coffee in the food and beverage industry, especially coffee shops.

Keywords: Business Model Canvas, Business Environment Analysis, Value Proposition, SWOT, Business Model, Coffee Shop

