

ABSTRACT

Kopi Tungku is one of the coffee shops located on Jl. Terusan Buah Batu, Bandung, West Java. Although it has been running for several months, Kopi Tungku still has many problems to face. On the internal factor, the problems are unstable sales, turnover target that has still not been achieved, limited space for consumers, work regulations that are still not disciplined, poor inventory control, and lack of good service. On the external factor, the problems are the decrease in turnover due to rainy weather considering that the Kopi Tungku's infrastructure is outdoor, and also the protests from local residents because Kopi Tungku does not yet have a business permit.

Kopi Tungku has not mapping its business model properly. This causes the company not able to see the influence caused by the company's internal and external factors. Therefore, proper analysis is needed so that the goals of the company can be achieved. Because of many problems that happened in Kopi Tungku, an approach is needed to be used to map the business model that is being undertaken and explain the company's business conditions. Later the company can design a new business model that is better. One approach to make a business model that can be used is Business Model Canvas (BMC).

A better new business model will be designed considering the SWOT analysis with four main areas namely value propositions, infrastructure, cost and revenues, and customer relationship. It will also considering the environmental analysis, the consumer view about their desires and needs of the product. The new business model will consists of nine building blocks, namely customer segments, value propositions, channels, customer relationships, revenue streams, cost structures, key activities, key partnerships, and key resources.

Key Words: Business Model Canvas, SWOT, UKM