

ABSTRACT

In era of globalization business competition is getting tighter. This can be seen from the number of similar businesses established that offer the same product and / or service to a market. The food industry is the most prospective industry in Indonesia and the world, because of its nature related to basic needs. Along with the development of various culinary businesses today there are also several problems faced by culinary business owners such as from external and internal businesses.

This research is intended to map the business process of Kusuma Catering using nine blocks of business model canvas that can solve existing problems, and make SWOT analysis to see where the strengths, weaknesses, opportunities, and threats of Kusuma Catering business

The results of this study suggest that the business model needs to be improvement in key activities by adding to maintaining quality standards and controlling products, key resources by maintaining raw material stocks, customer relationships by participating in events and exhibitions, channels by adding facebook and official websites, customer segment by adding all events.

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