

ABSTRACT

Pikyeum is an UMKM engaged in the food industry, especially in peuyeum. Peuyeum is a regional specialty that comes from the city of Bandung. Customer segments targeted by UMKM Pikyeum are individual customers and business customers. The customer segment is customers who are domiciled in Bandung City, Bandung Regency, surrounding areas, and tourists visiting Bandung City. The business customer segment is a group of company customers who order products in large quantities. In running its business, Pikyeum has not been able to compete with its competitors. Evaluation of this business model is a way to develop the company's existing business model and improve the company's competitiveness. The initial step taken in this research is the existence of the nine blocks of the company's business model obtained through observations and interviews with the owners of the UMKM Pikyeum, then conducting interviews with customers to find out customer profiles, and analysis of the business environment obtained from the company's literature study. Furthermore, a SWOT analysis was carried out by distributing questionnaires to the company's internal parties to design strategies on the canvas business block model. Then design the value proposition canvas by making adjustments between the needs of the customer profile and the value proposition offered by the company. After designing the value proposition canvas, the next step is to design a business model proposal for UMKM Pikyeum. There are several strategic proposals for improvement, including: improvement of the value proposition, customer relationship, key activities, key resources, cost structure, and revenue streams.

Keywords: Pikyeum, Business Model Canvas, Value Proposition Canvas, Business Environment Analysis, SWOT Analysis.