

ABSTRACT

The Bry Cafe coffee shop is a company engaged in the industry and processing of coffee drinks. The business, which has been started since 2018 and is located at Jalan Sharon Timur 2 Number 1, experienced a decline in sales so that revenue also decreased compared to previous years. This is due to the lack of use of technology and promotion, increasingly fierce competition and changes in the bry cafe business environment. Seeing this problem, the bry cafe business model will be evaluated and a proposed business model design will be carried out. The business model design is done by using the Business Model Canvas (BMC). There are 3 data needed in evaluating and designing. The first data is the existing business model data obtained through observation and interviews with business owners so that it can be mapped into an existing business model. The second data is the customer profile obtained from interviews with customer segments. The last data is business environment analysis data obtained through internet references and literature studies. The three data are used to conduct a SWOT analysis and formulate a proposed strategy that can be implemented by Bry cafe. The next step is to create a Fitt value proposition canvas by matching the existing value map and customer profile, followed by the process of developing and mapping the business model canvas for Bry cafe. Some important improvements proposed from the evaluation results for Bry Cafe are expanding customer segments by creating Business to Business Customers, Creating Frozen food and adding E-commerce for online sales, increasing the use of information technology, namely making a website as a sales and promotion medium, creating Customer service features and the addition of an E-wallet Partnership to facilitate transactions with customers, and create business partners with expedition companies.

Keywords: Business Model, Business Model Canvas, Bry Cafe