

ABSTRACT

Rasa Kopi is a business engaged in the food and beverage sector. Rasa Kopi has a cafe that provides food and beverage, almost all drinks at Rasa Kopi are coffee-based. Taste of Coffee, which has only been running for one year, has experienced several problems. On internal factors, Rasa Kopi is still unable to maximize a stable sales process with the existing infrastructure. From the external side, the problems experienced by Rasa Kopi are relationships with customers or less than optimal service to customers.

The business model is a tool to formulate strategies to stay competitive and be able to compete by mapping a map well on the business model. Business Model Canvas (BMC) is one of the methods used. With this method, SWOT is used to analyze four main aspects, namely the proportion of value, infrastructure, costs and revenues as well as customer relations. Knowing how the strengths, weaknesses, opportunities, and threats will be faced by Rasa Kopi is the goal. Then the proposed strategy is designed by considering the Value Proposition Canvas, environmental analysis and customer profile for the wants and needs of the products and services offered by Rasa Kopi.

Through nine building blocks including Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Activities, Key Resources, Key Partnerships and Cost Structure, the proposed strategy will be mapped. Rasa Kopi will get a recommendation for the proposed strategy that has been designed. If Rasa Kopi can implement the proposed strategy, it will get benefits, one of which is increasing the income of Rasa Kopi.

Keywords— [Rasa Kopi, Business Model Canvas (BMC), SWOT, Value Proposition Canvas]