ABSTRACT

RM. Moro Seger is a business in the culinary field of beef processing that was established in 2009. RM. Moro Seger is located on Jl. Sidomoyo, tirtoadi, sleman Yogyakarta. Customer segment RM. Moro Seger is an individual customer. The individual *Customer Segments* in question are customers who are in the city of Yogyakarta and its surroundings. At the beginning of its establishment, this restaurant did not think much about designing the right business strategy in order to compete in the long term, especially the lack of knowledge of marketing using social media to reach a wider market. Therefore, this final project was written to design a better business model strategy in order to develop and be able to compete. The finaluses theapproach *Business Model Canvas* projectby analyzing the nine elements of the block, namely *Customer Segments, Value proposition, Channels, Revenue streams, Customer Relationships, Key Activities, Key resources, Key partnerships and Cost structure*. The initial steps taken were interviews with restaurant *owner*s and direct observations to obtain internal information about the current business model. Furthermore, interviews with several customers to obtain *Customer profile* data and analysis of the business environment obtained from the literature study. From the data collection, it is analyzed using SWOT analysis to find out the strengths and weaknesses, and the *Opportunities* and *Threats* that affect the course of business activities that are being carried out. After a SWOT analysis has been carried out, the results are used to come up with a proposed strategy and design a *Value proposition canvas* with adjustments to the *Customer profile* which is then formed by the RM. Moro Seger proposed business model design. Fresh Moro. There are several business models that are proposed for the *Value proposition* block elements, *Channels*, *Key partnership*s, *Key Activities* and *Key resource*s.

Keywords: Moro Seger Restaurant, *Business Model Canvas*, *Customer profile***, Business Environment Analysis, SWOT,** *Value proposition* **Canvas**