

## **ABSTRACT**

*The implementation of Emergency PPKM in handling Covid-19 by the Government is a problem for micro business groups. One of them is the Kothink Reborn coffee shop, which experienced a depreciation in profits and a decrease in consumers. So that innovation and new business strategies are needed to be able to maintain and improve the business in detail by implementing the BMC (Business Model Canvas) owned by Kedai Kopi Kothink Reborn which has not been running effectively.*

*This study aims to map the business processes of the Kothink Reborn Coffee Shop using nine business block model canvas recommendations that can solve existing problems.*

*The results of this study state that the business model needs improvement by adding partners as a price consideration for the key partner block, forming a new segmentation in the customer segmentation block, conducting research and development on the key activities block, cheaper price strategy for the value proposition block, performing management assets and waste controlling in the cost structure block, the franchise system in the revenue stream block, conducting endorsements and copywriters in the channels block and being involved in culinary events in the customer relationship block and conducting barista competitions to improve the barista's abilities in the key resource block.*

**Keywords:** *Business Model Canvas, Business Model, Kopikir Coffee*