

ABSTRACT

The growth of the F&B industry in Indonesia, especially in the city of Bandung, is growing rapidly. This also has an impact on the Sundanese Restaurant, Warung Nasi Ibu Imas, because it is in the F&B business sector which has a fairly tight competition in the city of Bandung.

The purpose of this study is to change the Business Model Canvas of Warung Nasi Ibu Imas at this time by using the Pivot Strategy, this is needed to solve the problem that Warung Nasi Ibu Imas has, due to a 20.5% decrease in income. This study uses descriptive qualitative methods with data collection techniques through interviews and documentation. There are 5 resource persons from the internal side of Warung Nasi Ibu Imas

Based on the results of these interviews with resource persons, the Business Model Canvas of Warung Nasi Ibu Imas is currently quite good, because it has been able to fulfill all 9 elements of the Business Model Canvas block. However, after the interview related to the four indicators of the Pivot Strategy, Warung Nasi Ibu Imas still has several problems. The next stage is to analyze the 4 elements in the pivot to answer the challenges or problems that exist at Warung Nasi Ibu Imas. As a result, there are 9 elements of Ibu Imas's Warung Nasi Warung Nasi Business Model Canvas that have changed is Customer's segment, Value proposition, Channels, Customer's relationship, Key Resources, Key activities, Key Partnership, Cost structure, dan Revenue stream.

Keywords: Business Model Canvas, Pivot Strategy, Warung Nasi Ibu Imas.