

ABSTRACT

The Micro Small Business Sector (UMK) is a sector that plays an important role in the economy in West Java. The number of MSME actors in West Java continues to increase, the growth of MSMEs is also felt in Sukabumi City as a part of the province of West Java. With the increase in MSMEs in Sukabumi City coupled with a government program that requires the Indonesian people to be able to limit activities outside the home, of course this will reduce the income of business actors.

Sunda Coffee Space is a Coffee Shop located in Sukabumi City. Sunda Coffee Space must continue to innovate so that its business can survive which can be done by mapping the business model of Sunda Coffee Space and evaluating it. The purpose of this study is to look at the current business model of Sunda Coffee Space and recommend a new business model in order to create new added value that can help Sunda Coffee Space maintain its business.

In this study, the author uses the Business Model Canvas approach to map the business model of Sunda Coffee Space and evaluates it using SWOT analysis. The research method used is a qualitative method. Data collection techniques were carried out by observation, interviews and documentation of the three sources.

Based on the results of the research, an overview of the business model canvas of the Sunda Coffee Space canvas that is currently running is obtained from the interviews. From the results of the SWOT analysis conducted on the current business model canvas, it shows the strengths and weaknesses of Sunda Coffee Space, threats that must be faced, and opportunities that must be exploited by Sunda Coffee Space.

Based on the evaluation results that have been carried out using the business model canvas analysis and SWOT analysis, Sunda Coffee Space still has several aspects that are not maximized and can still be developed again in order to provide more value, maintain business as well as to compete so that a strategy is made from the business model canvas. which will be taken into consideration to formulate a business development strategy at Sunda Coffee Space.

Keywords : *MSMEs, Business Model Canvas, SWOT, Sunda Coffee Space*