ABSTRACT

Raul Coffee is one of the coffee shops in the city of Bandung founded in 2018, which is located at Jalan Asmardana no. 6 Bandung City. The problem that occurs at Raul Coffee is a decrease in income, therefore an evaluation of the business model at Raul Coffee is carried out using a business model canvas approach which contains nine blocks, namely customer segments, customer relationships, channels, value proposition, key activities, key resources, key partnerships, revenue streams, and cost structures.

The first stage was an interview with the owner of Raul Coffee to get the existing canvas business model, where there were problems with the channel block, key activities, key partnership, and value proposition. The second stage is to interview consumers from Raul Coffee as many as 15 people to get customer profiles consisting of customer jobs, customer pains, and customer gains Raul Coffee, the third stage is to analyze the business environment consisting of key trends, market forces, industry forces, and macroeconomic strength by using data from a literature study that aims to analyze the opportunities and threats that Raul Coffee has. After getting this fourth stage of data, a SWOT (Strength, Weakness, Opportunities, Threats) analysis will be carried out from Raul Coffee by distributing SWOT (Strength, Weakness, Opportunities, Threats) questionnaires to internal parties to design strategies for each block that are in accordance with Raul's circumstances. Coffee, then the fifth stage creates a value proposition canvas consisting of products and services, profit creators, and pain relievers by matching the value map with customer profiles at Raul Coffee. After getting the data above, do a business model design proposal on Raul Coffee.

The results of the design of the proposed business model at Raul Coffee are the addition of the customer relationship block creating a bundling menu, the key partnership block being proposed to add plastic cup suppliers, the value proposition block creating a new drink menu, making it possible to bring food from outside and the tagline: coffee and

friends are the perfect blend as a value proposition, the channel block adds shopee food, tiktok and collaboration with food brands, and in the cost structure there are additional costs, namely for instagram and tiktok ads, costs for creating new menus and collaboration costs.

The benefits of this proposed business model design are carried out to help Raul Coffee as a business model strategy to improve business performance, increase public awareness to know Raul Coffee and increase revenue at Raul Coffee.

Keywords: Raul Coffee, Business Model Canvas, Customer Profile, Business Model Environment, SWOT