

## **ABSTRACT**

*Micro, Small and Medium Enterprises or UMKM currently have a fairly important role for the economy in Indonesia. One of the UMKM business fields that is quite in demand is culinary, especially in the city of Bandung. The more businesses that are engaged in the culinary field, the tighter the competition in order to survive in the market. BnP or Brush and Palette is one of the SMEs engaged in the culinary field (coffee shop) in Bandung. The number of businesses in the coffee shop sector in the city of Bandung forces Brush and Palette Coffee to continue to grow so that it can remain competitive with other coffee shops and can maintain its business continuity. Therefore, it is necessary to develop a good and appropriate business.*

*BMC or Business Model Canvas is a business model that can be used to help develop a business or organization by mapping the state of its business. There are nine elements used in mapping business conditions using this BMC, namely value proposition, channels, customer segments, customer relationships, key activities, key resources, key partners, revenue stream, and cost structure. Before designing a business using BMC, an analysis of the Value Proposition Canvas is carried out first to make it easier to map the elements that exist in BMC in the application of the business development model. Analysis using SWOT is also carried out in order to minimize weaknesses, increase strengths, and see opportunities and threats from this coffee shop business.*

*Based on the analysis that has been done using SWOT and BMC, it was found that BnP can implement a new business model strategy by optimizing the utilization of the digital platform. The digital platform that can be used is by optimizing the use of social media, selling through e-commerce, online food delivery, utilizing promotional media through KOL (Key Opinion Leader). In addition, BnP must also have Product Operational Standards to be able to maintain its business.*

**Keywords : Coffee Shop, UMKM, SWOT, VPC, Business Model Canvas**