

ABSTRACT

Sumatra Island is a tourist destination that should not be missed when visiting. Besides being rich with a myriad of tourist attractions, Sumatra Island also has a lot of potential natural resources that can be developed to improve the quality of existing resources. Roadside food is one of the choices for tourists to be used as culinary tours, Sate Urang Awak is an MSME engaged in the culinary industry. Responding to business prospects that continue to grow accompanied by high demand, currently there are also more MSMEs in the culinary industry in Bengkulu City. This increase makes the competition in the culinary industry even tighter. In the midst of high demand for satay based on the data obtained, Sate Urang Awak actually experienced a decline in opinion. In order to survive, Sate Urang crew needs to evaluate its business model. At least, if you use the business model canvas, there are several blocks that need to be improved or added, namely key partnership blocks, key resources, key activities, value proposition, customer relationships, channels, and revenue streams. This study aims to evaluate the business model of Sate Urang Awak using the business model canvas. The data needed to evaluate this is the current business model obtained through observations and interviews with MSME owners, customer profiles obtained through interviews with individual customers, and MSME business environment data obtained through literature study. All of this data is used to conduct a SWOT analysis to identify the strengths, weaknesses, opportunities and threats of Sate Urang Awak, which are then used to formulate strategies. The next step is to design the current value proposition and business model canvas. The result of the evaluation of the Sate Urang Awak business model is the need to increase product variety, one of which is by adding the types of satay sold, improving customer relationship management, and adding income from several aspects.

Key words : Business Model, Business Model Canvas, Culinary Industry , Sate, SWOT