

ABSTRACT

MSMEs aim to grow and develop their business in order to build a national economy based on just economic democracy (Law of the Republic of Indonesia Number 20 of 2008). MSMEs consist of Micro, Small and Medium Enterprises. There are several businesses that can be included in the MSME category, such as businesses in the food & beverage sector. Mira Pesona is a form of business in the food and beverage sector (food & beverage). Mira Pesona was founded by Mrs. Mira which is located at Pesona Bali Residence Blok B3 Number 5. Mira Pesona started selling yellow rice and rice uduk with the target consumers being Citizens of Pesona Bali Residence.

Data collection is done by means of simple experimental research, with tight control, the sample size can be between 10 to 20 respondents. The distribution of questionnaires with a sample size of 15 respondents using a scale to categorize the age of the respondents. Through this interview, it is expected to identify and eliminate potential problems. After the normality test on the respondent's age data with a Likert scale that has determined the criteria, an analysis is carried out whether the respondent's age affects the assessment by weight or score.

Efforts made to increase sales through the number of products sold at Mira Pesona MSMEs were obtained through fishbone diagrams, potential solutions, data collection by business environment analysis and SWOT analysis, and the value proposition canvas. The proposed BMC is obtained through several stages in the design systematics starting from the primary and secondary data collection & processing stage to the verification and validation of the proposed BMC. Using tiktok as a promotional medium, making shopee a partner in ordering and delivering food and seeking funding through government programs are some suggestions that can help Mira Pesona SMEs in achieving their sales target of 720 pieces per month.

Keyword — [MSME, food & beverage, fishbone diagram, business model canvas, value proposition canvas