

ABSTRACT

The increasing number of competitors who open similar businesses which makes the competition even tighter, secondly due to the imposition of restrictions on Community Activities(PPKM) this can affect the level of customer visits to Warung Kopi Nikung, Business Model Canvas is considered the most complete model on the business model theory that puts in detail the relationship between all internal and external components of the organization, the Warung Kopi Nikung business model experienced a decline in sales, after being analyzed with the Business Model Canvas (BMC), it was found that the new business model changes to increase Revenue Stream and 6 blocks that experiencing problems. The score of each sub-variable of strength and weakness is 3.58. In other sub-variables, namely opportunities and threats, the calculation scores are 3.25 and 3.43, respectively. From these results, the scores for the opportunities and threats sub-variables are -0.18. The new businessmodel is a digitization program or developing and utilizing digital technology, specifically on Online Food Delivery. The Business Model Canvas (BMC) method produces a new business model, namely maximizing digital technology, precisely on Online Food Delivery. SWOT analysis obtained a strategy that relies on strengths and opportunities supported by fast and stable growth so that Warung Kopi Nikung can make sales growth and improve communicationwith customers..

Keywords: Marketing Strategy, BMC, Bussines Model, SWOT, Warung Kopi Nikung.