

ABSTRACT

Micro-small businesses operating in the food sector play a very important role in the country's economic growth. The increasing number of business units due to technological developments forces business actors to think creatively in order to face market competition. One of the business units that still stands and continues to try to develop its business is Keripik Kentang BBC. The home industry entrusts various processed potato products to several souvenir shops and restaurants near its factory. The customer segment that is the focus of Keripik Kentang BBC is tourists who come to Pangalengan, West Java. For years, Keripik Kentang BBC has used the same business model and there has been no significant development in terms of production and sales. Currently, Keripik Kentang BBC is facing several problems such as difficulty in expanding distribution areas, losses on unsold products, and ineffective marketing. The Business Model Canvas is an appropriate method for evaluating these problems because it helps strategists to see every important component in their business model. The required data includes the current business model, customer profile, and Business Model Environment. Data obtained through interviews with Keripik Kentang BBC management is used for SWOT analysis and SWOT matrix preparation. The next step is proposed strategy design and matching between customer profile and value proposition canvas. The design results are mapped through the proposed Business Model Canvas. After analyzing the design results, there are changes to the Keripik Kentang BBC business model. In the customer segment block, there is an increase in business and individual customer segments. Discounts and purchase bonuses are proposed related to customer relationships. The addition of channels such as social media and e-commerce stores, as well as the number of potato and plastic suppliers. The use of the internet adds business activities, namely promotion and sales carried out online. The new source of revenue comes from selling products with different variants. The key resources block also changes with the addition of machines and the construction of raw material storage. The new business model requires excess costs on employee wages but can reduce the burden on raw material costs.

Keywords : Keripik Kentang BBC, Business Model Canvas, SWOT Analysis