

## **ABSTRACT**

*Indonesia is a country blessed with abundant natural resources and spices, and it boasts a diverse geographical structure in each of its regions. This diversity has given rise to a wide variety of culinary delights, ranging from Sabang to Merauke. Bandung is the capital of West Java and one of the large cities with the most dense population in Indonesia. One of the businesses operating in the culinary sector is "Rumah Makan" (RM), a food service business that sells and serves food and beverages to the general public in a specific location. The objective of this research is to analyze the issues faced by RM Mah Barra and propose a strategic plan using the business model canvas method. Additionally, supporting methods include the business model environment, SWOT analysis, TOWS matrix, value proposition canvas, and marketing. This research addresses three main problems faced by the restaurant: product, promotion, and human resources. The problem-solving process consists of introduction, data collection, data processing, business model design, verification, validation, and the final stage. The required data for this research include the existing business model obtained through interviews with the owner of RM Mah Barra, customer profiles obtained through interviews with RM Mah Barra customers, and business environment analysis obtained through literature review. It is expected that the results of this research will contribute to overcoming the challenges faced by RM Mah Barra and provide new insights into restaurant business development. SWOT analysis, score weighting calculation, and TOWS matrix are used to determine the appropriate proposed strategies. The results of the proposed strategies are used to map the proposed business model canvas, which includes adding online customers to the customer segments. There is also diversification of products, following trends, and adding attractive decorations to the value proposition. The use of WhatsApp Business, increased use of Instagram, and the addition of an online application to channels. Enhancement of attractive offers to consumers and the addition of discounts and promotions to customer relationships. Increased online and offline product sales in revenue streams. There is no addition or increase in key resources. There is an addition of production planning and internal training. There is an addition of food production management experts to key partnerships and an increase in training and decoration costs in the cost structure.*

**Keywords :** *Restaurant, Business Model Canvas, Business Model Design*