

## ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs), such as Chipotatoes in Bandung, play a significant role in the Indonesian economy. The culinary sector is currently a popular and growing field, and Chipotatoes is an MSME that sells food with potatoes as the main ingredient, accompanied by various homemade sauces. However, Chipotatoes faces the challenge of unstable revenue due to several factors. Firstly, the offered products lack variety, not fully meeting the customers' needs and preferences. Secondly, the pre-production process lacks proper structure, leading to delays and imperfections in food presentation. Thirdly, the social media presence is inactive, resulting in insufficient exposure and attraction to potential customers. To address these issues, an effective approach is to utilize the business model canvas methodology. This method is suitable for identifying problems and finding solutions for Chipotatoes. The business model canvas consists of nine interrelated blocks. The evaluation process involves conducting interviews to gather data on the existing business model, distributing questionnaires to collect customer profiles, and conducting literature studies for environmental analysis. These data will be used for SWOT analysis and the formulation of proposed strategies. The proposed solutions include expanding the range of product flavors, registering on food delivery applications, improving distribution channels, collaborating with influencers, opening offline stores, implementing ingredient quality checks, and optimizing task allocation among staff. These proposals are aimed at developing Chipotatoes' business and addressing the challenges at hand.

Keyword — *Business model canvas, customer profile, SWOT, UMKM*