

ABSTRACT

This study aims to develop and optimize the business model of Dapur Kopi amidst the intense competition in the coffee industry in Tasikmalaya City through the Business Model Canvas (BMC) and SWOT analysis. To enhance competitiveness, this research maps key elements of the BMC and identifies the strengths, weaknesses, opportunities, and threats faced by Dapur Kopi.

The analysis reveals that Dapur Kopi has competitive advantages such as a loyal customer base and affordable products with high quality. However, challenges like ineffective distribution channels and dependence on business partners are weaknesses that need to be addressed.

On the other hand, significant opportunities such as the growing coffee market and the adoption of online ordering technology can be leveraged to expand business reach. Threats from increasing competition and a less strategic location also need to be monitored. Based on these findings, the study proposes strategies including enhanced digital promotion, innovative menu development, improved human resource quality, and the provision of facilities to support family events and business meetings.

The implementation of these strategies is expected to broaden the market share, improve customer satisfaction, and create sustainable added value for Dapur Kopi. This study provides practical guidance for Dapur Kopi's management to formulate adaptive and innovative strategic steps to achieve success and long-term growth in a competitive market.

Keywords : *business model, Business Model Canvas (BMC), SWOT analysis, business strategy, coffee shop*