

## **ABSTRACT**

*Global environmental issues have become a serious problem throughout the world, this must be considered by all business sectors, including the food and beverage industry, one of which is the Coffee Industry. The coffee industry in Indonesia continues to grow along with increasing demand and lifestyle trends that drive the growth of coffee shops. However, in the midst of fierce competition, coffee business actors need to pay attention to the environment and not only think about their own business to maintain the sustainability of their business. Beda Cerita Coffee, a coffee shop in Bandung Regency, is one of the business actors who need to develop a sustainable business strategy to face these challenges.*

*This study aims to: 1) See the current Beda Cerita Coffee business model using the Business Model Canvas; 2) Find out the Sharing Economy, Resource Efficiency, Recycle from Beda Cerita Coffee; 3) Provide recommendations for the Beda Cerita Coffee business model. SBMC is a framework that combines economic, environmental, and social aspects in formulating a sustainable business model.*

*The research method used is a qualitative approach by collecting data through in-depth interviews with informants, direct observation, and related literature studies. Data analysis techniques with Triangulation and member checks.*

*The results of the study indicate that Beda Cerita Coffee has strengths in quality coffee products, a comfortable shop atmosphere, and has good resources. However, there are weaknesses in the aspects of reuse and sharing economy. By using SBMC, opportunities were found to develop the business by implementing environmentally friendly practices, increasing community involvement, and strengthening branding as a sustainable coffee shop. This study contributes to providing a holistic and sustainable business strategy for Beda Cerita Coffee, as well as being a reference for other coffee business actors. This study is expected to make a significant contribution to the progress of the business strategy model specifically designed for Beda Cerita Coffee. Suggestions for the development of the Beda Cerita Coffee business include implementing the zero-waste concept, increasing local community involvement in the supply chain, and strengthening branding as a sustainable coffee shop through effective marketing campaigns. Further research can also be conducted to explore the implementation of sustainable practices in the coffee industry more broadly.*

*Keywords: Strategic Management, Business Model, BMC, SBMC, Beda Cerita Coffee*