

## ABSTRACT

Sukaído Restaurant is in Bandung and was established in 2022. Sukaído offers a variety of drinks and snacks as well as innovative and accessible presentations, taking inspiration from the popularity of Japan's signature suki food. "Sukaído" comes from "Hokkaido", and was chosen because it shows the main menu of suki and has a unique charm. Sukaído Restaurant experienced significant fluctuations in revenue, especially in April and September 2023, with revenue far below the target of IDR 60,000,000 per month. The main problems faced are customer complaints related to service and product quality, as well as increasing demand for environmentally friendly products. This study uses the *Sustainable Business Model Canvas* (SBMC) approach, SWOT Analysis, *Porter's Five Forces* Analysis, and *Quantitative Strategic Planning Matrix* (QSPM) to help Sukaído increase competitiveness, provide added value, and create long-term sustainability. In the discussion of *the Sustainable Business Model Canvas*, the blocks selected are *value proposition*, *key activities*, *key resources*, and *key partnerships*. Based on IFAS and EFAS calculations, Sukaído Restaurant is in quadrant 1, indicating that the company is in a very advantageous position by having opportunities and strengths that can be utilized. Based on the results of the QSPM, the approach with the highest score should be prioritized. Using eco-friendly packaging, providing a variety of menu options, order automation, and *real-time feedback* are the value of the strategy sequence proposition that should be made a priority. The strategic sequence resources that must be prioritized are quality raw materials, strategic collaboration, integrated POS systems, and eco-friendly packaging. The strategic sequence activities that must be prioritized are waste management, development of environmentally friendly products, and waste management.

Keywords — [*Sustainable Business Model Canvas, Business Strategy, SWOT Analysis*]