

ABSTRACT

Mie Ayam Bakso Sarangan is a culinary business from Bekasi with a product focus on chicken noodles and manually brewed meatballs. This business, which has only been established for more than three years, is experiencing a continuous decline in sales so that the revenue earned has also decreased. This is due to the lack of optimization of the sales system, marketing activities, procurement of supporting facilities, changes in the business environment, and increasing business competition in similar fields. From this problem, an evaluation of the Mie Ayam Bakso Sarangan business model will be carried out so that the best solution to the existing problems can be found by designing a proposed business model. In designing a business model using the Business Model Canvas (BMC) method.

As for designing the proposed business model later, data such as the existing business model obtained from observations and interviews with the owner of Mie Ayam Bakso Sarangan is needed in order to get an overview of the existing business model and classify it based on the nine BMC blocks. The next data is the consumer profile obtained through market segment surveys. Data related to the business environment that can be obtained from the internet and literature studies. The data is intended to conduct a SWOT analysis and formulate a proposed strategy to be implemented by Mie Ayam Bakso Sarangan. Furthermore, from the results of the proposed strategy, the proposed BMC can be designed in each existing block in the form of innovation or development of pre-existing strategies.