

ABSTRACT

Raja Cabai Garam is an innovative culinary MSME based in Bandung, specializing in chili salt-based products. To navigate intense competition, a comprehensive strategic analysis is essential to optimize business operations. This study aims to design a robust business strategy by utilizing the Business Model Canvas (BMC) and SWOT analysis approaches. By integrating these two methods, the research evaluates the nine key elements of BMC while identifying the strengths, weaknesses, opportunities, and threats faced by Raja Cabai Garam.

The study employs a descriptive qualitative method, with data collected through in-depth interviews, observations, and documentation. The data were analyzed using the SWOT matrix and BMC mapping to provide strategic recommendations. The results indicate that elements such as customer segmentation, digital distribution channels, and strategic partnerships are key strengths in addressing market challenges. However, improvements are needed in cost structure and resource efficiency.

This research delivers a BMC-based business strategy to help Raja Cabai Garam enhance its competitiveness and sustainability. Recommendations include boosting digital promotion, diversifying products, and optimizing production processes. These findings contribute to MSME business strategy literature and offer practical guidance for other entrepreneurs to leverage similar strategic tools.

Keywords: MSME, Business Model Canvas, SWOT Analysis, Business Strategy, Raja Cabai Garam, Bandung.