

ABSTRACT

The purpose of this study is to use the Business Model Canvas (BMC) framework to create the best possible business plan for the "Deel Catering" MSME in Bogor City. Although the catering industry makes a substantial economic contribution, Deel Catering's revenue realization continuously falls short of its goals, falling by 14.5% in 2022, 18.5% in 2023, and 22.6% in 2024. Field observation, in-depth interviews with the owner and customers, document evaluation, and analysis of the business environment (Market Forces, Industry Forces, Key Trends, and Macroeconomic Forces) were all part of the descriptive qualitative technique. Mapping the current business model, doing SWOT and TOWS assessments, assessing feasibility concerns, and running financial simulations of the suggested model were all steps in the design process. The Value Propositions, Channels, and Key Resources components, as well as the limitations of digital marketing and infrastructure, were shown to have flaws. The suggested business plan offers improved operational efficiency, digital channel optimization, menu diversification, and strategic alliances with suppliers and event planners. According to simulations, revenue might rise by 20% to 25% after adoption. It is anticipated that these findings will provide scholars and industry practitioners with an adaptable framework to increase the competitiveness of catering MSMEs in the digital age.

Keywords: *catering, business model, MSME, business model canvas, and operational efficiency.*