ABSTRACT

Micro, small and medium-sized enterprises (MSMEs) play an important role in the Indonesian economy, contributing significantly to the gross domestic product (GDP) and creating many jobs. However, despite their large contribution, MSMEs often face various challenges, such as limited capital, low technology adoption, and difficulties in maintaining business model sustainability. In the culinary sector, intensifying competition and the dynamics of changing consumer preferences force businesses to innovate, especially in products and marketing strategies.

This study aims to validate business model innovation in the Tayko Bites culinary business by focusing on three main aspects, namely desirability, viability, and feasibility. This research uses a qualitative approach with data collection methods in the form of interviews, observation, and documentation. The strategy used is a case study with an inductive approach to deeply understand the business model validation process.

The results showed that in the desirability aspect, customers were satisfied with the bulk order service and product taste. This validates the customer segment, value proposition, and channel elements. In the viability aspect, the product price is considered reasonable and in accordance with its quality, thus validating the revenue stream element. In the feasibility aspect, the easy ordering system and challenges in promotional cooperation indicate the need for strategy improvement and validate the elements of key activities, key resources, and channels.

The conclusion of this study states that the Tayko Bites business model innovation is declared feasible for further development. The recommended follow-up is to maintain new customer segments, strengthen product value propositions, and optimize digital marketing strategies to increase business competitiveness.

Keywords**:** *Business Model Canvas, Product and Service Innovation, Business idea testing, Business Model Validation*