

ABSTRACT

This study aims to analyze the business planning strategy of the culinary startup Sagomak, which offers mie gomak, a traditional noodle dish from Medan known for its authentic and distinctive flavor. The product is introduced as a regional culinary alternative in the multicultural and urban society of Bandung, where there is a growing interest in traditional Indonesian cuisine. The research employs a qualitative descriptive approach, using data collection techniques such as direct observation, in-depth interviews conducted both face-to-face and online with internal and external informants, as well as literature studies to strengthen the theoretical foundation.

The business model of Sagomak is examined using the Business Model Canvas (BMC) framework to map out key components such as customer segments, value propositions, distribution channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. Additionally, a SWOT analysis is conducted to identify the business's strengths, weaknesses, opportunities, and threats. A TOWS matrix is also developed as a basis for formulating measurable and relevant development strategies.

The findings indicate that Sagomak targets not only students from North Sumatra but also students from various regions and culinary enthusiasts who seek traditional flavors. The main strengths lie in the product's authenticity and emotional value, while its weaknesses include limited human resources and production capacity. Business opportunities arise from the public's growing interest in regional cuisine, while key challenges include market competition and dependency on out-of-town ingredient supply. Recommended strategies include optimizing digital distribution channels, expanding market segments, developing new product variants, and forming strategic collaborations. With the right strategy based on in-depth analysis, Sagomak has the potential to grow into an innovative and sustainable local culinary business.

Keywords: *Business Model Canvas, SWOT, business strategy, culinary startup, mie gomak*