

ABSTRACT

Baso Budi is a restaurant that has been in operation since 2020 and is located in Bandung Regency, specifically at Jl. Telekomunikasi No.235, Lengkong, Bojongsoang District, Bandung Regency, West Java 40287. Baso Budi is known for the freshness and halal quality of its ingredients, as well as its signature savory broth. This business has become a favorite choice among local residents and university students who seek delicious food at an affordable price. Baso Budi operates both offline and online.

In running its business, Baso Budi faces challenges in achieving its revenue targets. The root causes include the presence of many competitors, long academic breaks, limited product variety, high similarity with competitors, suboptimal promotional strategies, reliance solely on Instagram for marketing, and limited human resource capacity in marketing. To address these issues, a proposed business model was designed by analyzing and identifying the 9 elements of the Business Model Canvas. Required data include primary data obtained from interviews with the owner and customers of Baso Budi, along with field observations, which are used to construct the existing business model and Customer profile. Additionally, secondary data from literature studies were used to analyze the business environment. Both primary and secondary data were then processed and analyzed using a SWOT analysis, followed by the creation of a Value Proposition Canvas. The result of this analysis served as the foundation for developing the proposed Business Model Canvas for Baso Budi.

This research aims to understand and provide business model recommendations to Baso Budi through the mapping of the Business Model Canvas, identification of the Customer profile, business environment analysis, SWOT analysis, strategy formulation, and Value Proposition mapping. The results of this design provide a proposed Business Model Canvas for Baso Budi. Based on the proposed model, improvements include expanding the customer segment to reach people outside the Telkom University area, Value Propositions such as offering more diverse product variations, affordable pricing, bundled menu packages, and adequate parking facilities. In the customer relationship block, improvements include engaging social media content, clear operating hours, and exclusive discounts and promotional

offers. For channels, the proposal includes enhanced usage of Instagram, the addition of WhatsApp and TikTok. Revenue streams focus on increasing both offline sales and online sales through e-commerce platforms. Key activities include implementing stricter quality control of raw ingredients. Key partnerships involve sourcing from alternative suppliers. The cost structure adds budget allocations for marketing and parking space rental. This proposed business model is expected to provide benefits and help solve the problems faced by Baso Budi.

Keyword : Baso Budi, Business Model, Business Model Canvas, SWOT Analysis, Customer profile, Business Model Environment