

ABSTRACT

This study aims to evaluate and formulate business strategies for Redbox Frozen Food using the Business Model Canvas (BMC) and Value Proposition Canvas (VPC) approaches. Redbox is a micro business engaged in the production and distribution of frozen food, which faces challenges in increasing competitiveness in an increasingly competitive market. The research method used is qualitative, with data collection through semi-structured interviews with management and customers.

Keywords: *Business Model Canvas, Value Proposition Canvas, Redbox Frozen Food, business strategy, MSMEs.*