

## **Abstract**

*Restoran Boboko Bu Euis is a business engaged in culinary that provides traditional Indonesian Sundanese dishes. With the Timmons approach, Restoran Boboko Bu Euis will be analyzed in terms of existing resource and team business models, then analysis in terms of external conditions which include opportunities in Timmons' approach, macro environment (politics, economy, social and technology) and industrial environment (five force porter). Afterwards it will be concluded that the development strategy that can be applied to achieve business continuity in the face of business competition using the SWOT method.*

*The research method used is a qualitative method, precisely through interviews. The results of the study show that resources utilize the company's capital strategy and savings for the development of new menu innovations, as well as conducting research and development on the use of raw materials. The team conducted deliberations on adding new menu variations, made savings on costs to develop new menu variations, made use of production work experience of employees to add new menu variations, and planned raw material needs in the face of rising raw materials. Business opportunities at Restoran Boboko Bu Euis can be said to be good if increasing product selling prices to cover the needs of the company, make a new plan to work with online partners and make a new plan for the installation of digital payment.*

*Based on the results of the study, the researchers concluded that the aspects of the Timmons model at Restoran Boboko Bu Euis were quite good. Suggestions from researchers, you should need to apply the right strategy so that the expected goals of Restoran Boboko Bu Euis are reached*

***Keywords: Strategy, Business, Timmons model.***