ABSTRACT

Indonesia is known as one of the fourth-largest coffee-producing countries in the world after Brazil, Vietnam and Colombia, and it is also known as the country that references high-quality coffee production. The drinking coffee culture is now becoming a daily routine or a habits for everyone that we see on the small coffee shop on a lane, on a crossroads, and of course on a departement store, etc. It's a sign that the coffeehouse phenomenon is becoming a pretty lucrative new business, one of the only neal coffee shops in Bekasi. With the mission of preferential consumer satisfaction and the best service to each customer, but neal's coffeehouse still has a problem with the goal of unmet monthly goals, an unequal promotion strategy and an internal factor of inconsistent, ever changing use of prescription measures that results in increased supply of raw materials. This is because in application of the BMC (business model) owned by neal's coffee shop, it has not been functioning effectively.

This research is to map the business process of neal's coffee shop using the nine business blocks of canvas model recommendations that could solve any existing problem.

The result of this study suggests that a business model needs to improve by adding marketing campaign to value proposition block, setting up a new segment of customer segmentation, selling payout products on the revenue stream block, checking the availability of feedstock, and an expiration date on the key activities block, doing endorsment on channel block and engaging in the cultural event on costumer relationship block.

Keywords*:Business Model Canvas, Business Model, Neals Coffee*

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