

ABSTRACT

Currently the coffee shop business is a hope. Coffee shops are very diverse, from coffee shops that create exclusives to standard coffee shops. The habit of drinking coffee for Indonesians has become a way of life in society. The many choices of coffee places in Pekanbaru make consumers have many considerations to enjoy coffee in coffee shops. In the coffee beverage business, Kopisiku as a 'new player' competes and its branding business is different from the others.

The purpose of this research is to create or design a Business Model Canvas (BMC) from Kopisiku. The type of research used is the Business Model Canvas (BMC) method and SWOT analysis, which describes and provides an explanation and explains what is being studied based on in-depth interviews, observations. Obtained in research of owners, as well as visitors to Kopisiku and existing documents.

The conclusion of this study is that in conducting the previous Kopisiku branding strategy, it has analyzed the current problems and considered the products offered, prices, places, and promotions to be carried out. Kopisiku also applies the 9 block elements of the Business Model Canvas (BMC) method in executing a profitable strategy to increase customers.

Keywords: *Business Model Canvas (BMC), Coffee, Culture, SWOT*