

ABSTRACT

Kaki Bukit Coffee is a coffee shop located in West Bandung Regency, specifically at Jl. Maribaya No.16, Kayuambon, Lembang District, established on December 16, 2018. This coffee shop offers a variety of beverages and food. However, Kaki Bukit Coffee faces several challenges, including not meeting its revenue targets. These challenges are caused by several factors such as the lack of employee skills, limited seating capacity, lack of product innovation, many competitors, weather influences, suboptimal promotional strategies, and the limited use of promotional media, relying only on Instagram. This study aims to identify and address the problems faced by Kaki Bukit Coffee through the evaluation and redesign of the business model using the Business Model Canvas (BMC) method. The improvement process begins with data collection on the current business model, including customer profiles obtained through questionnaires and business environment analysis through literature review. Subsequently, a SWOT analysis is conducted to understand the strengths, weaknesses, opportunities, and threats from both internal and external aspects, followed by the identification of the value proposition canvas to formulate appropriate strategies. Several proposals have been put forward to solve the problems, such as in the value proposition block, which includes increasing product variety, offering different cup sizes and toppings, and providing bundling packages. In the customer segments block, the focus is on increasing the number of customers from Lembang. For channels, the proposals include increasing the use of food delivery applications such as GoFood, enhancing promotion through social media like Instagram, adding ShopeeFood and TikTok platforms, and displaying menus and a linktr.ee in the Instagram profile. In the customer relationship block, the proposals include offering discounts and promotions, providing special promotions for local residents, and providing WiFi connectivity. In the key activities block, the priorities are increasing sales and marketing activities, adding employee training and development programs, and improving indoor and outdoor facilities. In the key partners block, the focus is on enhancing cooperation with raw material suppliers. Meanwhile, in the cost structure block, the proposals include adding costs for improving indoor and outdoor facilities, costs for training and

developing employees, and costs for WiFi connectivity. Lastly, in the revenue streams block, the focus is on increasing product sales both offline and online.

Keywords: Business Model Canvas, SWOT Analysis, Customer Profile, Business Model, Business Model Environment, Value Proposition Canvas