

ABSTRACT

Miss Bluder is an MSME that sells bluder bread in the city of Bandung. In recent times, Miss Bluder has experienced a significant decline in sales. This is due to several factors such as limitations in human resource management, suboptimal partnerships, to the lack of effectiveness of the sales media used. To overcome these problems, one way that can be done is to evaluate and design a new business model for Miss Bluder using the Business Model Canvas method. The data to be used are current business model data obtained through interviews with business owners and observations, customer profile data obtained through interviews with target consumers, and business environment data obtained through literature studies and online research. The data will be used to conduct a SWOT analysis and 7 questions whose results will be used to formulate improvement strategies in designing new business models, after which a Value Proposition Canvas will be designed to understand customer needs and preferences, Channels to improve the effectiveness of sales channels and Customer Relationships to strengthen relationships with customers. After all stages are completed, a business model is designed using a Business Model Canvas. The results of the design that have been made will be verified and validated to ensure the suitability and feasibility of implementation. Verification is carried out through evaluation and validation through interviews with business owners to obtain feedback regarding the relevance of the design results. With the implementation of the new business model, it is hoped that Miss Bluder can overcome the decline in sales, improve business performance and strengthen its position in the market.

Keywords : *MSME, Miss Bluder, Business Model Canvas, SWOT Analysis, Value Propositions, Channels, Customer Relationships.*