ABSTRACT

The Indonesian culinary industry is growing rapidly with tight competition, especially in West Bandung. Rumah Makan Alam Pilemburan, which offers a Sundanese culinary concept, faces challenges in maintaining revenue and competitiveness amidst the competition.

This study aims to evaluate the business model of Rumah Makan Alam Pilemburan using the Business Model Canvas (BMC) framework and SWOT analysis, in order to identify the strengths, weaknesses, opportunities, and threats that affect this business.

The research method used is a qualitative approach with a case study. Data collection was carried out through in-depth interviews, direct observation, and document analysis, with data validity guaranteed through source triangulation.

The results of the study indicate the need for improvements to several elements of the BMC, especially in the aspects of customer relations and revenue streams, to increase competitiveness. The recommendations for modifying this business model are expected to help Rumah Makan Alam Pilemburan adapt and develop in the increasingly competitive culinary industry.

Keywords: *Culinary industry, Rumah Makan Alam Pilemburan, Business Model Canvas, SWOT, Competition*

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