

ABSTRACT

Quwin kitchen is one of the businesses in the culinary (food) industry with a wide variety of Indonesian food products, quwin kitchen-style Indonesian cuisine, and desserts offered to buyers and established in 2020. This business is managed by Mrs. Wine, Lily Nurhayati, and Mr. Dais. The problem faced in this study is the decline in revenue in the kitchen business Quwin. The design of this business model is done because the kitchen Quwin, therefore it is necessary to design improvements to the business model using the business model canvas method. This study uses quantitative data through interviews and questionnaires on the internal and external of the kitchen Quwin. The purpose of this study is to design the current business model of Quwin kitchen, formulate the business model of Quwin kitchen and design the proposed business model of Quwin kitchen. In designing this business model canvas, they conducted an interview with Quwin Kitchen business owners to learn about their current business model. Next, identify the customer profile. The next step is to determine the business environment. Then do a SWOT analysis to get the right business strategy as needed. The next step is to match the value proposition with the customer profile. The final step is to design a business model for Quwin's kitchen venture. The results of the conclusions obtained in this study are obtained new business model changes to increase Revenue streams and 6 blocks that experience problems. The new business Model is a program to optimize the development of the times by utilizing digital platforms from Social Media and Food Delivery.

Keywords: *UMKM, Business Model Canvas, SWOT Analyze, Customer Profile*