

ABSTRACT

The Indonesian snack industry shows significant growth, driven by post-pandemic demand and consumer preferences for local, innovative products. MSMEs play a central role but often face challenges in brand identity, digital promotion, and supply. EatNEat, a Bandung-based snack MSME, addresses these by adopting adaptive business strategies for sustainable growth.

This study aims to analyze EatNEat's business management and development strategies using the Business Model Canvas (BMC) and Marketing Mix 4P. The focus is to understand its value proposition, customer segments, channels, and the implementation of product, pricing, place, and promotion strategies to enhance competitiveness and business sustainability.

A descriptive qualitative method with a case study approach was employed. Data collection involved direct observation, semi-structured interviews with internal stakeholders and customers, and business documentation. Data analysis followed the interactive model by Miles and Huberman, including data reduction, display, and conclusion drawing.

Findings indicate EatNEat possesses a strong value proposition with product variety and attractive packaging, yet faces challenges in distribution, digital promotion, and supply chain. TikTok and Instagram promotions effectively boost sales but require further optimization in content and influencer collaborations.

This research contributes as a reference for MSMEs in designing data-driven strategies. Recommendations for EatNEat include strengthening supply partnerships, digitalizing operations, structuring promotional schedules, and diversifying distribution channels. Suggestions for future research involve using quantitative methods and exploring other strategic analyses.

Keywords: UMKM (MSME), Business Management, Business Development, Business Model Canvas (BMC), Marketing Mix 4P