

## **ABSTRACT**

*Maintaining business sustainability is a major challenge for Micro, Small, and Medium Enterprises (MSMEs) amid constantly changing external environmental conditions. PT. Mirrando Foods and Beverages, which operates in Pangkalpinang, Bangka Belitung Islands, faces obstacles in maintaining consumer purchasing power and business continuity. This study aims to evaluate the business model implemented by PT. Mirrando Foods and Beverages using the Business Model Canvas (BMC) approach, as well as to design a new, more adaptive and innovative business strategy with the assistance of the Value Proposition Canvas (VPC).*

*The research employs a qualitative approach using the case study method, involving in-depth interviews with the business owner to gain an understanding of the current state of the business, the challenges faced, and its potential for development. Analysis is conducted by combining the BMC, VPC, and SWOT approaches. The BMC was used to examine the core components of the company's business model, the VPC to formulate a value proposition aligned with consumer needs and market dynamics, while the SWOT helped identify the company's strengths, weaknesses, opportunities, and threats.*

*The study revealed that the current business model is not yet operating at its full potential, particularly in terms of distribution channels, customer relationships, and the utilization of digital technology. The existing value proposition does not fully address consumer needs, such as limited product information, restricted access, and a lack of variety and innovation. Based on the re-mapping of the BMC and integration with VPC results, a new, more relevant, and sustainable business model was formulated through digital marketing strategies, product diversification, and enhanced customer relationships using a value-based approach.*

**Keywords:** *Business Model Canvas, Value Proposition Canvas, MSME, business sustainability, business strategy.*