

ABSTRACT

Tako Cafe is a Micro, Small and Medium Enterprises (MSMEs) that carries the traditional-modern concept and has regular customers. However, the business processes carried out have not utilized technology optimally, such as in stock recording, reservations, and promotional strategies, thus hindering business efficiency and growth. This condition is important to study because the increasing competition in the coffee shop industry in Indonesia requires MSME players to be more adaptive to digitalization. This cafe still faces a gap between the current manual operations and the dynamic and digital market needs. This research uses a descriptive qualitative approach through interviews, observation, and documentation. The analysis was conducted by mapping the business model using Business Model Canvas (BMC), then evaluated using SWOT to formulate strategic issues. The solution developed is a new business model (BMC 2.0) that includes a digital reservation system, structured promotions, loyalty programs, and customer data management. The new business model has been validated by business owners and experts, and is considered relevant to be implemented in stages. This solution contributes to improving the operational efficiency and competitiveness of MSMEs in the FnB sector, especially coffee shops, through digital-based strategies.

Keywords: *Business Model Canvas, Digitalization, FnB, Business Strategy, SWOT*