

ABSTRACT

Industrious restaurant is one of the culinary business venture restaurant in the city of Bandung. The high level of competition and the growing market share of home-made meal keen to be pursuing a strategy to win the competition.

This study aims to identify and evaluate business models overview restaurant industrious. In the study of business models, researchers should use the nine *building blocks business model canvas*, among others, *customer segments, value propositions, channels, customer relations, revenue streams, key resources, key activities, key partnerships and cost structure*. This study uses data collection and modeling qualitative. Modeling by distributing questionnaires and then analyzed using a *business model canvas* that each *building block* is also further analyzed by *SWOT matrix* formulated with IPA. Whereas qualitative conduct semi-structured interviews.

The results showed that the image of the restaurant business models industrious now quite *good*. Advice to eat industrious home that houses should eat industrious implement business models that are based on research that is based on the theory Osterwalder & Pigneur. To deal with competitors, restaurants industrious mensiasatinya to determine the segmentation of the market and adjust product prices in accordance with the selected segments, providing *seafood* menu of organic and non-cholesterol menu in order to be able to touch all levels of consumers. In addition, the need for marketing activities optimally in order tersampaikannya value restaurant industrious quickly and on target.

Keywords: culinary industry, *SWOT Analysis, Business Model, Business Model Canvas, IPA matix, Study Business Mode.*