

ABSTRACT

The growing variety of culinary business in Indonesia, especially foreign food, makes the business continue to create innovation and creativity to transform the business. One of them is Kuma Suki which is a Japanese restaurant that specializes in providing sukiyaki. By researching Kuma Suki, researchers took the initiative to solve problems and provide solutions for Kuma Suki to be better. This study aims to identify, create a SWOT analysis to determine the strengths, weaknesses, opportunities, and threats to Kuma Suki's business, and map Kuma Suki's business processes using nine elements of the canvas model business that can solve problems.

The research method used is qualitative with descriptive research design. Data collection methods used are primary data collection methods with data collection techniques interviews, observation, documentation and triangulation. The data will be processed by researchers as a material to describe the business model of Kuma Suki's canvas.

The results showed that the business model needs improvement in the element of value proposition by adding flavor variant, menu innovation every month, and welcome drink. Customer segments that is by serving catering to add consumers in the office environment and parties. Channels to have a website to easily connect with consumers and consumers can make reservations directly. Customer relationships in order to hold a promo and follow the culinary event and provide souvenirs and provide a membership system. Key activities to control the product. Key resources to expand the stock of raw materials and decoration. Key partnerships to partner with labeling companies and ICA. Revenue stream to open franchise.

Keywords: Business Model Canvas, SWOT Analysis, Culinary Business