

ABSTRACT

Kopi Stlerep Temanggung is a company engaged in the coffee trading industry. Customer segments targeted by Kopi Stlerep Temanggung are individual customers and business customers, but this study discusses only individual customer segments who make coffee as their daily needs that must be fulfilled. There are many ways for companies to create, deliver, and capture values. Designing a business model is one way to design how companies create, provide and capture values so the company can have high competitiveness in its business environment. The Business Model Canvas describes it all by using nine interconnected building blocks. In this study, the design of the Coffee Stlerep Temanggung business model was carried out using a business model canvas. The initial step of this study was mapping the current business model of Kopi Stlerep Temanggung, making customer profile and mapping business model environment. The next step is to carry out a SWOT analysis to design a strategy as a consideration for designing the business model. The result of this step then is used to develop value proposition and the whole business model canvas. In the next step, the business model is evaluated using seven business model questions to determine the strength of the business model. After evaluating the business model, the next step is to make improvements and suggestions for the evaluated business model to improve the competitiveness of Stlerep Coffee Temanggung in the coffee trading industry. There are several improvements that need to be highlighted, including: improving the value proposition, customer relationship, sales channels, key resources owned, and several other adjustments that support the improvement of the Temanggung Kopi Stlerep business model.

Keywords: Business Model Canvas, Business Model Environment, Value Proposition, SWOT, Business Model, Coffee Trading.