

ABSTRACT

Omahku Bakery is a Small and Medium Enterprise (SME) in the food field and starts pioneering business in 2022. Cake stores have many kinds of snack products, one of which is a snack box. The snack box sales at Omahku Bakery could not reach the monthly target because of some factors namely market, man, and promotion. Omahku Bakery has great potential to produce high-quality snack box products and can expand the target market post-Covid-19 pandemic where the public can already host off-line events and make snack boxes the food accompaniment of the event. In this study, a proper business strategy design was carried out using the Business Model Canvas (BMC) method for Omahku Cake Shop in the hope that the renewal of the business model could be a solution and problem solver. The research methods were chosen because business models can make it easier to explain, evaluate, visualize business components simultaneously to produce better business performance. Based on the results of the research, proposals were obtained to add activity to the business model as follows: adding new types of cakes and drinks to the menu, creating an Instagram social media account, printing boxes with proposed designs, recruiting employees, and charging emergency costs. Any others business process on other blocks that are not a priority can be implemented in subsequent periods.

Key words: *Small and Medium Enterprise (SME), business model, Business Model Canvas (BMC)*