Abstract

This study explores the application of the Business Model Canvas and SWOT analysis to TaichanKitee, a microenterprise focused on selling Taichan satay. Adopting the Business Model Canvas enables a comprehensive mapping of business elements, including value proposition, customer segments, distribution channels, and revenue sources. The SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis provided in-depth insights into the internal strengths, weaknesses, opportunities, and threats facing the business. The study revealed that the application of the Business Model Canvas helped TaichanKitee identify key elements in its operations, including the unique taste of Taichan satay, marketing strategies through social media, and improved customer service. The SWOT analysis also provided a comprehensive overview of the challenges faced, such as fluctuating raw material prices and intensifying market competition.By integrating the Business Model Canvas and SWOT analysis, TaichanKitee was able to evaluate its business strategy more effectively. This enabled the identification of further growth opportunities and better management of risks, such as diversification of raw material sources and product innovation. This study confirms the importance of a comprehensive analytical framework in helping micro enterprises like TaichanKitee to strengthen its business foundation and remain relevant in a dynamic market.

Keywords: BMC, SWOT and Micro Business