

ABSTRACT

Micro, small, and medium businesses (MSMEs) play an important role in increasing national income and employment in Indonesia. One of the MSMEs in Indonesia is Wadaw Moring. Since COVID-19 broke out in Indonesia, there has been a decline in sales of Wadaw Moring due to weak knowledge of business actors regarding the desires of their target market. Therefore, this research was designed to find out how Wadaw Moring current offerings matter to the target market.

This research uses a qualitative descriptive research method with data mining using interview technique to Wadaw Moring target market, who are students in Bandung City. Informants were selected using a purposive sampling technique. The data is then processed using the customer profile canvas in the value proposition design.

The research results show that Wadaw Moring has attempted several jobs, pain, and gain. However, Wadaw Moring has not solve several other things, includes attractive packaging, easy access to buy Wadaw Moring products, delivery in less than one day, and unstable taste. Therefore, this research recommends products or services, pain relievers, and profit creators that Wadaw Moring can accept as offering meaningful value proposition innovations for the market.

Keywords: *consumer profile, value proposition, value proposition design, MSMEs, and innovation*