

ABSTRACT

Pak Kumis Restaurant is a restaurant which offers Chinese food and Sundanese food, located on Ciheuleut Pakuan street, Bogor. The current target customer segment is only the surrounding population in the region. This study aims to evaluate the existing business model in Pak Kumis Restaurant by using Business Model Canvas. The necessary steps for this research are to map the current business model. The next step is conducting an environment analysis and customer profiling as input for SWOT analysis. The next step after SWOT analysis is identification of business strategy that will determine the company's value proposition map. Next step is designing new business model that consist of nine blocks of business model canvas. There are some improvements from the existing business model, namely: widening customer segments, developing value propositions, adding channels and customer relationships, and doing adjustments in other blocks to develop the restaurant business.

Keywords: Business Model, Business Model Canvas, Business Environment Analysis, Customer Profile, SWOT, Value Propositions, Restaurants