

ABSTRACT

Warung Sambal Ontohod is a simple restaurant with the characteristics of a Sundanese restaurant located on the terusan Pasir Koja , Bandung city. The customer segment targeted by the Ontohod chili sauce shop is currently residents around the city of Bandung, especially the individual customer segment. In business, there are many ways companies create, deliver, and capture value. This study aims to determine the current business model and to propose a new business model for the Ontohod chili shop using the Business Model Canvas, this business model allows mapping using nine interconnected blocks. The steps needed to map this business model are first to analyze the business environment and create a Customer Profile. The next step is to conduct a SWOT analysis to design a strategy as a consideration for designing a business model. The results of this step are used to design a complete Value Proposition and Business Model Canvas. There are several improvements in the nine blocks of the business model, namely: expanding customer segments, developing value propositions, adding channels and customer relationships and making some adjustments in other blocks to expand the business in the restaurant business.

Keywords : Business model, *Business Model Canvas*, *business environment analysis*, *Customer profile*, *SWOT*, *Value propositions Canvas*, Restaurant.