ABSTRACT

Tearis Tea Bar is a business engaged in the food and beverage sector (f & b). Tearis Tea Bar has a café that provides food and beverages, all drinks menu at Tearis Tea Bar has a tea base Even though Tearis Tea Bar has only been running for 1 year, Tearis Tea Bar is experienced several problems. On internal factors, Tearis Tea Bar is still unable to maximize a stable sales process with the existing infrastructure. In terms of external factors, there is a bad relationship or customer satisfaction and the difficulty of competing with competitors Tearis Tea Bar in the Bandung area.

The business model is a tool for formulating strategies to remain competitive and able to compete by mapping the map well on the business model. Business Model Canvas (BMC) is one of the methods used. With this method, SWOT is used to analyze four main aspects, namely value proposition, infrastructure, costs and revenue and customer relationships. Knowing how the strengths, weaknesses, opportunities and threats Tearis Tea Bar will face is the goal. Then the proposed strategy is designed taking into account the Value Proposition Canvas, environmental analysis and a customer profile for the wants and needs of the products and services offered by Tearis Tea Bar.

Through 9 building blocks, including Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships and Cost Structure, the proposed strategy will be mapped. Tearis Tea Bar will get recommendations for proposed strategies that have been designed. If Tearis Tea Bar can implement the proposed strategy, it will get benefits, one of which is increasing revenue for Tearis Tea Bar.

Keywords: Tearis Tea Bar, Business Model Canvas, SWOT, Value Proposition Canvas.