

## **ABSTRACT**

*Poofy Puff Solo is a food business that was founded in 2016 in Surakarta City. Poofy Puff Solo offers three products: cream puff as the main product, pastries, and poofy fruit. Currently, Poofy Puff Solo is experiencing problems in several aspects, such as a decrease in profit compared to the previous year. In addition, Poofy Puff Solo also experienced problems in inadequate human resources and less than optimal marketing. Poofy Puff Solo requires an evaluation of its business model in order to remain competitive. Based on the problems found in Poofy Puff Solo, it is necessary to evaluate the existing business model and design a new business model so that it becomes a suitable business model. This research uses the Business Model Canvas method. The data needed to conduct an evaluation is the current business model, customer profile, and environmental analysis. The data will then be used in conducting a SWOT analysis followed by the strategy formulation stage. Next is the value proposition canvas design that is tailored to the customer profile, followed by the design of a proposed business model for Poofy Puff Solo. The proposed business model includes adding flavor variants and offering new product forms, adding new promotional media channels, adding human resources, collaborating with gift shops, and providing new types of promos.*

*Keywords : Poofy Puff Solo, Business Model Canvas, Business Environment Analysis, SWOT Analysis, Customer Profiling, Value Proposition Canvas*