

ABSTRACT

The Covid-19 pandemic has greatly affected various sectors in Indonesia, one of which was greatly affected by the economic sector. This virus has not only shaken Health, but has also devastated the economy. In the economic sector, the Covid-19 pandemic has an effect on the level of public consumption. A low level of consumption can result in a decline in regional real income so that Indonesia's economic growth rate becomes sluggish. The impact is not only felt nationally, but also globally. According to a report from the Organization of Economic Cooperation and Development (OECD), the International Monetary Fund (IMF) has designated 2020 as The Great Lockdown in April 2020. This is also felt by one of the MSME coffee shops from Bandung, namely Bengras Kopi. Bengras Kopi must feel the unfavorable conditions because the lack of buyers has resulted in a decrease in sales turnover.

The purpose of this research is to describe and map the business operations of micro businesses with a study on "Bengras Kopi" with a Business Model Canvas approach. The research method used is descriptive qualitative analysis using the analysis of the nine block business model canvas.

The results show that the Bengras Kopi canvas business model has aspects that are still weak in Bengras Kopi and need to be updated, namely the customer segments aspect, namely by adding behavioral segments. Channels that still rely on sales from outlets and do not optimize online sales, increase promotion through social media such as Instagram, Facebook, Tiktok and YouTube by doing paid advertising. The value proposition aspect that has not added a logo on the product packaging, adds wifi facilities. The Revenue stream aspect is that you can increase your income by renting a place. And the key partner aspect is being able to supply products to retail or through local and national minimarkets.

Keywords: *Business Model, Business Model Canvas, UMKM*