

## ABSTRACT

*A cafe is a place of business that provides various types of coffee drinks and or other drinks that have the characteristics of a relaxed and comfortable atmosphere so that it is suitable as a place to meet friends or co-workers, do tasks such as, or just relax. Ambrasta Coffee is one of the coffee shops in the city of Bandung. Ambrasta Coffee is a company engaged in the food and beverage sector by selling 3 product categories, namely coffee, non-coffee, and food. Therefore, it is necessary to evaluate and improve the business model. The purpose of this paper is to analyze and develop the Ambrasta Coffee business model using the Business Model Canvas framework. The Business Model Canvas is a framework that describes the basic thinking about how an organization can create and deliver value and has 9 blocks, namely customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partners, and cost structure. The stages in this writing begin with the data collection stage, then a SWOT analysis can be carried out. After that, the proposed business model was obtained and continued with the verification and validation stages. According to the results of the proposed Business Model Canvas, there are several aspects that need to be improved. In the aspect of the value proposition that needs to be improved are the uniqueness of the product, affordable prices and the concept of the cafe, on the aspect of key partners that need to be improved are suppliers, on the aspect of key resources that need to be improved are employees, and on the channel aspect is social media. Meanwhile, in this business model, what needs to be created in the customer relationship aspect is membership and Instagram ads, on the channel aspect that needs to be created is E-Commerce, the key partners that need to be created are endorsement, collaboration and E-Commerce, in the key activities aspect is the observation and sale of supplier products. small cakes, in the cost structure aspect is the cost of endorsement and collaboration, and the cost of adding suppliers, in the revenue streams aspect is the sale of small cake supplier products.*

**Keyword: Ambrasta Coffee, Business Model Canvas, Customer Profile, Analisis Lingkungan Bisnis, Analisis SWOT**