ABSTRACT

Bababiya Food is a culinary business in Bandung Regency with the main menu, namely meatballs and chicken box noodles. The process of selling Bababiya Food products is done online and offline. Currently, Bababiya Food is experiencing problems where sales turnover is declining. The decline in sales turnover was influenced by several factors, namely from marketing, production processes, production facilities, and product stock availability. From a marketing perspective, Bababiya Food tends to use digital promotions, but this has not been done optimally. In addition to selling, Bababiya Food also runs its own business by producing the ingredients needed for its food products. This production process also experienced several obstacles where the production machine was not complete and the noodle machine often experienced problems during the production process. The number of requests that are often unexpected results in customer requests that have not been fulfilled. To overcome some of these problems, it is necessary to evaluate the existing business model and carry out the process of designing the business model proposed by Bababiya Food. The design of the proposed business model can be done using a nine-block approach on the Business Model Canvas. Business model evaluation is done by designing the current business model, where the data collection process is carried out through interviews with the company. After that, customer profiling is carried out to find out how the customers currently owned by Babaiya Food are. The process of collecting data on customer profiling is done by interviewing Bababiya Food customers. Then conduct an analysis of the business environment obtained by studying the literature. The next step is to design the right strategy with SWOT analysis and TOWS matrix. The strategy that has been designed will be used in preparing the proposed Business Model Canvas. From the process carried out, the results obtained are proposed improvements to the current business model, namely the addition of value propositions, namely safe packaging, products without preservatives, halal certified products, affordable prices, varied products, quality products, delicious & consistent taste, and packages. gifts, there are also new activities such as participating in webinars

or training as well as government programs, inventory planning and production planning, as well as standardizing recipes in key activities blocks, there are also efforts to increase sales in the revenue streams block by opening franchises, customer referral programs and customer service on the customer relationships block, as well as an increase in production machines in the key resources block.

Keyword: *Business Model Canvas*, Bababiya Food, bakso dandang, *Customer Profile, SWOT Analysis.*