

ABSTRACT

Gow Coffee is a specialty coffee beverage business that produces various types of coffee drinks, for example americano, brewed coffee, caffè latte and others. The business started in 12 December 2016, Gow Coffee, which is located in Bandung Regency, Bandung, experienced a decline in sales so that income also decreased compared to previous years. This is due to a shortage of raw material suppliers, lack of use of promotions, increasingly fierce competition and changes in the Gow Coffee business environment. Seeing this problem, Gow Coffee's business model will be evaluated and a proposed business model will be designed. The business model design is done using the Business Model Canvas (BMC). There are 3 data needed in conducting the evaluation. The first data is the current business model data obtained through observations and interviews with business owners so that it can be mapped into the current business model. The second data is the customer profile obtained by conducting interviews with the business customer segment. The last data is the map data of the analysis of the business environment obtained through the internet and literature studies. The three data are used to conduct a SWOT analysis and formulate a proposed strategy that can be implemented by Gow Coffee. The next step is to create a value proposition canvas by fitting the value map and customer profile that has been identified, followed by the process of developing and mapping the business model canvas for Gow Coffee. Some of the important improvements proposed from the evaluation results for Gow Coffee are expanding customer segments by creating new programs and products, increasing sales by increasing product quality and variety, increasing prices for custom products, increasing the use of information technology as a sales and promotion medium. , increase production activities, and improve good cooperative relations with partners.

Keywords: Business Model, Business Model Canvas, Gow Coffee.