ABSTRACT

Dapur Cihuuyy is an MSME engaged in the culinary field which has a variety of main menu choices consisting of processed meat, processed chili sauce, and processed seasoning oil. However, in 2021 the trendline of Dapur Cihuuyy's revenue shows a downward direction. Therefore, it is necessary to evaluate a business model using a business model canvas approach and SWOT analysis. Identification and mapping of current business conditions using the business model canvas is carried out to determine the state of the existing business model canvas, then customer profile data collection and analysis of the state of the Dapur Cihuuyy business environment are carried out which then the data is processed using SWOT analysis to produce information on strengths, weaknesses, opportunities, and threats from Dapur Cihuuyy. This information is used to design a business proposal strategy to produce a proposed business model canvas. The results of the proposal aim to change and improve business conditions on the business model canvas block which consists of adding a large number of consumer segments, namely agencies and organizations in customer segments, product development and innovation as well as adding various flavor variants to the value proposition, adding product testers. in customer relationships, branding by key opinion leaders on channels, making production standards for key activities, determining suppliers of raw and dry materials in key partnerships, adding human resources to key resources, optimizing production and packaging costs and increasing costs to make product variants that are smaller cost structure, and the addition of business-to-business (B2B) cooperation in revenue streams which aims to increase revenue from Dapur Cihuuyy, which has decreased revenue in 2021.

Key words — ***Business Model Canvas, Business Model Evaluation, Business Model Design, SWOT Analysis***