

ABSTRACT

Coffee Shop XYZ is one of the coffee shops (Coffee Shop) located in Bojongsoang, Bandung that offers coffee and non-coffee products. The customer segment of Coffee Shop XYZ is Telkom University students and the surrounding community. Currently, there are several problems faced by Coffee Shop XYZ which are grouped using the Business Model Canvas block, namely the value proposition, customer segment, and key activities. In the value proposition block, namely the large number of coffees in Bandung, especially in Bojongsoang with similar product variations. with competitors and also a limited variety of products so that there is a need for innovation that can sell to consumers. In the customer segment block, the XYZ Coffee Shop segment is only focused on students and the surrounding community. In the key activities block, Coffee Shop XYZ employees work not according to schedule which causes delays in a shift in product work. In the key resource block, it is seen from the condition of the workplace that needs to be renovated. This study aims to design a proposed business model at Coffee Shop XYZ using the Business Model Canvas method. In designing this business model, the data collected is the existing business model, customer profile, and analysis of the business environment. Then perform a SWOT analysis using the data that has been obtained. After doing this step, it can be seen the advantages and disadvantages of Coffee Shop XYZ which leads to 9 blocks of the canvas business model to design the proposed business model of Coffee Shop XYZ. This can be useful in developing existing business models and can be a proposal for a new Business Model Canvas at Coffee Shop XYZ. The results of the proposals obtained are in the customer segment there are proposals for student associations, committees, communities, laboratories and other Telkom entities. in customer relationship is loyalty to customers, in value proposition and key resources are variations in product glass sizes and layout of Coffee Shop XYZ which is modern and minimalist, in key activities are employee training and employee performance evaluation.

Keywords — Business Model Canvas, Coffee Shop, SWOT Analysis