

ABSTRACT

Kuno Kopi is a Coffee Shop that focuses on selling coffee drinks and snacks (snacks) which was established on 1 February 2020 with an outlet-type sales system where every consumer can come directly to the outlet to buy the products being sold. KunoKopi has various coffee variants (Kopi Nongko, Kopi Jahe, Kopi Jagung, Kopi Mangli, Kopi Unggul) which have a distinctive taste because they are processed in the traditional way. Kuno Kopi, which is located in Nganjuk Regency, has experienced a decline in sales so that revenue has also decreased compared to previous years. This is due to a shortage of raw material suppliers, lack of utilization of promotions, increasingly fierce competition and changes in the business environment of Kuno Kopi. Seeing this problem, the business model of Kuno Kopi will be evaluated and a proposed business model will be designed. The design of the business model is carried out 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 observation 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 business customer segments. The final data is business environment analysis map data obtained via the internet and literature studies. The three data are used to carry out a SWOT analysis and formulate a proposed strategy that can be implemented by Kuno Kopi. The next step is to create a value proposition canvas by carrying out a fitting process between the identified value maps and customer profiles, followed by the process of developing and mapping the business model canvas for Kuno Kopi. Some of the important improvements proposed from the evaluation results for Kuno Kopi are expanding the customer segment by creating new programs and products, increasing sales by increasing the quality and variety of products, increasing the price of a product, increasing the use of information technology as a media for sales and promotion. , increase production activities, and improve good cooperative relations with partners.

Keywords: Business Model, Business Model Canvas, Kuno Kopi.