

ABSTRACT

The development of the number of coffee shops in Indonesia is increasingly mushrooming, especially in big cities. The large number of coffee shops creates a high level of competition in the coffee shop business. In a business there are many ways companies create, deliver, and capture value. The business model is one way of designing how companies create, deliver and capture value so that companies can compete in their business environment. Alphabet Coffee is a coffee shop business in Bandung. Currently the consumer segmentation targeted by Alphabet Coffee is students with the age range is 18 to 30 years.

In this research using a qualitative method based on postpositivism which are descriptive and explorative with data intervention to design the Alphabet Coffee business model using the Value Proposition Canvas and Business Model Canvas. The initial step of this research is mapping the current business model of Alphabet Coffee, then analyzing customer profiles and designing a new business model from Alphabet Coffee.

The purpose of this research is to map the current Alphabet Coffee business model so that it knows the values that are lacking in the business plan Alphabet Coffee offers to its customers and improves the values it offers. So that Alphabet Coffee is able to survive in business competition and can develop its business according to the targeted market segments according to customer jobs, customer pain, and customer gain so that products and services, pain relivier and gain creators can be proposed to Alphabet Coffee.

Keywords: Value Proposition Canvas, Business Model Canvas, Coffee shop.