

ABSTRACT

The growth of the food industry sector in Indonesia has seen an increase. This has affected the SME CV. Sinar Dua Putra, which is also included in the food industry, especially in the snack food business, which has quite a lot of competition with its competitors. The purpose of this study is to design a Business Model Canvas as a strategic tool needed to overcome the problems faced by the company and to develop its business so that its performance and quality are better than other companies in the same industry or market.

This study used a descriptive qualitative method with data collection techniques through interviews and documentation. The informants consisted of 7 people from the company's internal and external parties.

Based on the results of the interviews, the Business Model Canvas in the existing condition can be said to be quite good because CV. Sinar Dua Putra is able to fulfill 9 block elements. After that, an in-depth identification of the Business Model Canvas was carried out by reviewing it with SWOT Analysis. Furthermore, the researcher conducted an analysis of the Business Model Canvas, which was reviewed using SWOT analysis. The result is that in the internal condition of the company, there are 9 strengths and 8 weaknesses elements, while in the external condition of the company, there are 8 opportunity elements and 6 threat elements. Then, from the matching of the Tows Matrix, the researcher obtained the prioritized strategies for SDP which are in the Value Propositions section, adding product variations as innovation, maintaining the quality and products of CV. Sinar Dua Putra. In the Key Partnerships section, adding partners other than souvenir shops, expanding business partners through online strategies. Lastly, in the Customer Segments section, utilizing technology to expand the target market and consumers, maximizing customer satisfaction to retain consumers.

Keywords: SMEs, Business Model Canvas, SWOT Analysis, TOWS Matrix.