

ABSTRACT

CV. MM Satu Tujuan is a company engaged in the food & beverage sector located in Bandung City with the main product selling martabak called Martabak MM. Martabak MM already has 11 branches spread across the city of Bandung. In business, there are many ways companies to create, deliver, and capture value. One way that companies need to do to improve competitiveness is by evaluating business models.

This study aims to determine the current business model and propose a new business model for Martabak MM using the Business Model Canvas approach. This business model allows mapping using nine interconnected blocks.

The steps needed to find out this business model are first conducting observations and interviews to obtain data, after that, designing the Value Proposition Canvas to find out the benefits expected from customers from the products and services that customers ordered (according to the value proposition with customer segments). After the Value Proposition Canvas, the next step is to do a business environment analysis to find out Martabak MM's internal strength and weakness as well as the opportunities and threats the external environment is currently facing, and the last step is to design a new business model to be used for Martabak MM using the Business Model Canvas.

Keywords: Business Model Canvas, Value Proposition Canvas, Business Model