

ABSTRACT

Boss Talasik is a micro business engaged in the food & beverage sector located in Tasikmalaya with its main product selling souvenir snacks made from taro and banana chips. Until now, Boss Talasik has reached markets in big cities such as Tasikmalaya, Bandung, Jakarta and other areas in West Java. In a business, there are many ways that are used by business actors to create, offer, and obtain value. Of the many existing ways, there is one way that is done by business actors to increase competitiveness, namely by evaluating the business model.

This study aims to find out the current business model and to propose a new business model to Boss Talasik using the Business Model Canvas approach. This business model will be mapped to nine blocks of these interconnected components.

In this mapping, the first step is to carry out observation activities and also conduct interviews in order to obtain data. The next step is to design the Value Proposition Canvas which aims to be able to find out the benefits that have been expected and needed by customers from the products or services offered by this business (market fit). After this is designed, the next step that needs to be done is to analyze the business environment which aims to be able to find out the internal strengths and weaknesses in this business, and also find out the opportunities and threats in the external environment that are being faced. The final step is to design a new business model that can be provided and recommended to business actors.

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