

ABSTRACT

UMKM (Micro, Small and Medium Enterprises) is a form of business where the owner is an individual or a business entity. This business has met the criteria to be considered a micro business in accordance with the rules stipulated in *UU Nomor 20 Tahun 2008*. Every year from 2017 to 2021, there has been an increase in the number of MSMEs in the city of Bandung, especially in the culinary category. La Vie En Rose is one of the MSMEs in the culinary category in the city of Bandung. However, as the growth of MSMEs continues to increase, La Vie En Rose experienced a decrease in income at the end of 2022. This problem is caused by several problems that can be done by evaluating business models using the Business Model Canvas approach. In this study, data is needed to evaluate the existing BMC and the formation of business model proposals. The necessary data was obtained through interviews with the owner of La Vie En Rose, then conducting consumer interviews to form customer profiles and literature studies to analyze the business environment. Then a SWOT analysis is carried out to further design the proposed new business model using the blue ocean strategy. This study aims to evaluate and design business model proposals for La Vie En Rose so that the business continues to run and be able to compete with competitors. The final conclusion in this study is to evaluate existing model business and to provide a business model design proposal. From the research conducted, several additions were obtained. First, the addition of customer segments in the form of event organizers and resellers who can increase sources of income. Then, add value proposition by adding topping choices, healthier products, and customized products. Then, do several ways to improve customer relationships with special promos and membership systems. The elimination of key partnerships in partnership with raw material suppliers hinders production activities. The proposed draft business model is expected to overcome existing problems and help La Vie En Rose in developing its business.

Keywords: Business Model Canvas, Value Proposition, Customer Profile, SWOT Analysis, Blue Ocean Strategy