

ABSTRACT

Pick.Up Yuk is a Micro, Small and Medium Enterprise engaged in the culinary field. In the past year, Pick.Up Yuk Culinary Business has experienced a decline in terms of revenue generated. This is caused by several factors, such as ineffective marketing, ordering can only be done by dine-in, limited labor, recording transaction data that is still manual, no estimation of baking process time and also expensive raw material shipping costs. Some of the root problems refer to the blocks in the Business Model Canvas, namely the value proposition, channels, key resources, and cost structure blocks. To overcome some of these problems, an evaluation of the existing business model is needed and the process of designing a proposed business model for Pick.Up Yuk Culinary Business. The design of the proposed business model can be done using the nine blocks approach in the Business Model Canvas. Some of the data needed to design a business model are current business model data obtained through interviews with the owner, customer profile data obtained through interviews with Pick.Up Yuk customers, and Business Model Environment data obtained through literature studies. The data that has been obtained is used for SWOT analysis and developing a TOWS matrix. The next stage is to design the proposed strategy and design a value proposition canvas which will be matched with the customer profile. Then the next step is to design a proposed business model for Pick.Up Yuk Culinary Business using the Business Model Canvas method. From the process carried out, the results of the proposed improvements to the current business model were obtained. The changes to the value proposition block are the addition of a new Papuan menu variant, namely papeda with yellow fish sauce, halal certified products and products available in rice bowl packaging. From these changes, there will be additional revenue streams from the sale of new products and sales of products in new packaging. In the channels block, it is proposed to change the use of digital marketplaces (ShopeeFood, GrabFood, GoFood) and increase the utilization of social media (Instagram, TikTok, Facebook) so as to expand customer reach. In the customer relationship block, namely increasing bonuses / rewards on free shipping services and the availability of customer service (customer interface). In the key resources block, it is proposed to add 1 employee and add 1 unit of grill and create an online sales platform account. From the proposed changes, there will be changes in the cost structure in the form of additional costs for maintenance / maintenance of production equipment, additional raw material suppliers, purchase of laptops and grills and additional costs for employee salaries.

Keywords: Pick.Up Yuk Culinary Business, Papua Menu, Business Model, Business Model Canvas