ABSTRACT

Dimsum SRAA is an MSME engaged in the field of frozen food which was established in February 2020. Dimsum SRAA is located in Gadog, Ciawi, Bogor regency. SRAA Dimsum is a home Dimsum that can be stored in the refrigerator for a relatively long period of time. The number of similar MSME actors makes Dimsum SRAA have to immediately develop its business in order to remain competitive and be able to maintain its business continuity. The problem contained in dimsum SRAA is sales that do not reach the expected target. Therefore, it is necessary to evaluate the current business model that is running using the Business Model Canvas (BMC) method. Data collection stage is an important stage in a study, at this stage the collection of data that has been obtained from the object of research to be used as research material and can be used as a way to analyze the problem with the appropriate method. The data collection phase begins with identifying internal data through interview techniques on the owner of Dimsum SRAA. From the data obtained serves as the creation of Business Model Canvas Eksisitng conducted based on 9 methods contained in BMC. then perform an analysis of the existing business model. The next stage is the observation stage related to consumer data, consumer Data obtained through interview techniques. Consumer Data is based on pains, jobs, and gains that will be processed into a Customer Profile. The results of this consumer data will be used to identify related value propositions. The next step is to conduct a literature study on the analysis of the business environment. After all the data is obtained, an analysis is carried out using SWOT and SWOT matrix to obtain a business strategy that suits the needs. The next step is to fit the value map and customer profile that has been obtained. The last step is to create a business model Canvas proposal for dimsum SRAA. From the design results obtained several proposed strategies, among others: create a variety of toppings and new menus, improve the quality of packaging, and improve cooperation between actors and suppliers.

Keyword: Business Model Canvas, Dimsum SRAA, Customer Profile, SWOT analyze