

## ABSTRACT

*The Coffee industry in Indonesia has great potential, but it needs to be worked on and planned optimially. Therefore, SMEs must maximaze these opportunities. Rek Headquarters is an SME that has been running for four years, Rek Headquarters has several problems ti face. In internal factors, Rek Headquarters experienced very unstable sales. For external factors, there is competition that makes it difficult for Rek Headquarters to compete in Pekayon Area, South Bekasi. This Competition is very real obstacle for Rek Headquarters.*

*A Business Model is a tool for formulating a strategy to remain competitive and able to compete by mapping it to a business model. The Business Model Canvas (BMC) is a way to formulate a strategy to remain competitive and be able to compete with 9 element blocks include Customer Segment, Value Proposition, Channels, Customer Relationship, Revenue Stream, Key Resource, Key Activities, Key Partners, Cost Structure. Through this approach, the analysis used is SWOT, applied by analyzing four important aspects, namely Value Proposition, Cost and Revenue, Infrastructure, and Customer Relationships. Then the proposed strategy is formed by considering the cutomer progile of Rek Headquarters.*

*This study used descriptive qualitative method, With SWOT Analysis and Through the Business Model Canvas, Recommendation strategies will be mapped. Rek Headquarters will receive recommedations for proposed Business Model Canvas. If Rek Headquarters can implement this proposal, Rek Headquarters will increase revenue.*

*Keywords: Business Model Canvas, Small Medium Enterprise, SWOT Analysis*