

ABSTRACT

Bypocut is a small and medium-sized enterprise (SME) specializing in selling a variety of food products, particularly traditional Acehese delicacies such as Timpan, assorted cookies, traditional cakes, and frozen foods. Currently, Bypocut's revenue is considered low when compared to similar SMEs in the Aceh region. This decline in revenue is influenced by several operational factors within Bypocut's business, such as challenges in promotion, human resources, production processes, and business partnerships. In this context, Bypocut feels the need for an in-depth evaluation of its existing business model. This study aims to evaluate the current business model employed by Bypocut using the Business Model Canvas framework. Data for this research were obtained through interviews with the business owner and field observations of the ongoing business model, as well as interactions with customers to understand their profiles. Furthermore, data regarding the business environment and industry were gathered through literature studies. This data was then utilized to conduct a SWOT analysis, the results of which formed the basis for designing a new business model. As a proactive solution, Bypocut proposes a series of improvements to its business model. Efforts are focused on enhancing the Value Proposition through the use of unique and high-quality product packaging, the development of souvenir packages, and the diversification of products to ensure their durability during transportation, all with the aim of expanding market share. Bypocut also intends to actively participate in government programs related to SME development, including training and financing initiatives. Promotion will be intensified through social media platforms like TikTok and Facebook, as well as through marketplaces. Additionally, Bypocut will seek support from photographers and content creators to craft engaging and informative content. By implementing this proposed business model, Bypocut hopes to enhance its business performance and remain a reliable choice in the Acehese culinary market.

Keywords: MSME, Bypocut, Business Model Canvas