

## ABSTRACT

*Bang Jack Hot Plate Shop is a food and beverage business in the Micro, Small and Medium Enterprises (MSME) sector. Kedai Hot Plate Bang Jack is the name of a restaurant that sells several types of drink and food menus served using hot plates. Bang Jack Hot Plate Shop is located on Jalan Sisingamangaraja, Parupuk Tabing, Koto Tengah District, Padang City, West Sumatra. This research aims to evaluate the business model at Kedai Hot Plate Bang Jack as a form of business development strategy using the Business Model Canvas approach. From the results of interviews and observations with the owner of Kedai Hot Plate Bang Jack, namely brother Alfi Husni Fansurya, there are 4 blocks out of 9 important blocks in Business. The Canvas model is the problem experienced by Bang Jack's Hot Plate Shop. The problems that must be evaluated and improved at Kedai Hot Plate Bang Jack are the channels block, customer relationships, revenue streams, key resources and key activities. The initial step taken in this research was to map the existing business model based on the results of interviews with the owner of Kedai Hot Plate Bang Jack, the next step was to identify customer profiles based on interviews with customers, then carry out environmental analysis using data from literature studies aimed at analyzing opportunities and threats from Bang Jack's Hot Plate Shop. With this data, continue with the SWOT analysis by conducting an interview with the owner of Kedai Hot Plate Bang Jack to obtain an appropriate business strategy for Kedai Hot Plate Bang Jack, then create a value proposition canvas and match the value map with the customer profile of Kedai Hot Plate Bang Jack. The final step is to design the best proposed business model for the Bang Jack Hot Plate Shop. The results of designing the proposed business model canvas for Kedai Hot Plate Bang Jack are increasing recording to digital, adding digital payment methods, designing online marketing methods, adding new menu variations, improving service, adding bundling menu options, interacting with social media, adding CCTV, increase the number of employees, register sales of Kedai Hot Plate Bang Jack products online via digital platforms, add income from online product sales, adjust the channels block, add expenditure for online marketing strategies, adjust the key activity block, add digital payment platforms, platforms e-commerce, marketing media, adapts to other related block proposals.*

**Keywords :** *Hot Plate Bang Jack Shop, Business Model Canvas, Customer Profile, Environmental analysis, SWOT analysis, Value Proposition Canvas*