

ABSTRACT

Nasi Bakar ByAyussa is one of the micro, small and medium enterprises in the culinary sector that sells grilled rice which was established in July 2021. Nasi Bakar ByAyussa has a problem that often occurs in achieving predetermined revenue targets. This study aims to identify and solve the problems faced, such as higher prices than competitors, many competitors who sell the same product, lack of employees, limited finished products, inability to provide places to eat, limited beverage products, lack of activity on social media, and promotions that only use one media. For this reason, business model evaluation is carried out using the Business Model Canvas method and using other supporting methods, namely SWOT analysis, SWOT matrix, and Value Proposition Canvas. The first stage is to identify problems by conducting interviews with business owners for existing business models, customer profile data is obtained by distributing questionnaires to consumers and conducting business environment analysis by means of literature studies, then SWOT analysis is carried out to understand strengths, weaknesses, opportunities, and threats both internal and external, and identification is carried out related to the value proposition canvas to obtain a proposal strategy. There are several proposals that can solve the problem, namely in the value proposition block adding a beverage menu, adding dine-in facilities, and increasing the availability of finished products. Increase promotion on other social media, promotional media is only done on Instagram and add a marketplace to the channel block. In the customer relationship block, add a bundling menu. Increase sales both online and offline on block revenue streams. In the key activities block, increase product production and increase marketing on social media. Establish cooperation with suppliers in the key partners block and in the cost structure block adding the cost of dine in facilities and raw materials.

Keywords : Grilled Rice, Business Model Canvas, customer profile, SWOT analysis, value proposition canvas