

ABSTRACT

Easturn Coffee is a cafe that provides a comfortable place to enjoy food and drinks. Easturn Coffee is located at Jalan Cilangkap Baru No.1 Blok B, RT.3/RW.1, Cilangkap, Kec. Cipayung, East Jakarta City, Special Capital Region of Jakarta. This cafe provides a variety of interesting food and drink choices, a variety of coffee variants are offered so that consumers can enjoy the taste of quality coffee beans. Easturn Coffee has a major problem in its business, namely a small market size and unstable income. So the author conducted this study with the aim of finding out the competitive strategy currently implemented by Easturn Coffee, determining recommendations for competitive strategies and the right business model to be implemented by Easturn Coffee in order to excel in the competition. In formulating a business model based on competitive strategy, the analysis carried out was STEEP analysis and Porter's Five Forces analysis. Interviews were conducted with internal parties to obtain research data on business models and business environmental conditions. The author uses qualitative research methods. Data validation uses triangulation of data sources. Based on the analysis that has been done, it is formulated that the right competitive strategy to be used by Easturn Coffee is differentiation because of the competitive advantage it has with small market conditions. Based on the differentiation competitive strategy, a new business model formulation is produced that Easturn Coffee can consider to run its business processes.

Keywords: Business Model Canvas, STEEP Analysis, Porter's Five Forces, UMKM