ABSTRACT

Kopi Mangandrew is a business that aspires to create innovative opportunities in the coffee industry sector, with an understanding of the importance of building a business foundation that is in accordance with the dynamics of the ever-evolving market. In establishing a business, the most crucial thing to consider is the market, which contains customers and products. Therefore, the use of an innovative Business Model, such as Business Model DNA, can be a solution to anticipate market changes and create sustainable added value.

Business Model DNA (BMDNA) is a representation of a Business Model that describes D (Design), N (Needs), and A (Access to Market). The use of Business Model DNA involves the elaboration of variables from Business Model success factors and Business Model innovation variables. Through this process, the key variables produced are customer segments; value propositions; Channels. Each variable has a solution method that is tailored to needs. Customer segments use the K-Means Clustering method, Value proposition uses Conjoint Analysis, and Channels use Omnichannels Marketing.

Data collection was carried out by distributing questionnaires for each variable to the research sample according to the number of variable question attributes. Furthermore, the data is processed through validity and reliability tests so that the data collected is valid.

The results show that the selected customer segment is Cluster 3 which is characterized by a demographic age of 31-35 years with Trend Conscious behavior. The value proposition is shown by the results of customer preference choices on Plan Card no. 6 which produces important values for price and coffee flavor variations. The Channels that will connect the 2 variables are YouTube, TikTok, Instagram, and Facebook.

Key Word : Coffee Shop; Customer segment; Value proposition; Channels; Business Model DNA