

## **ABSTRACT**

*The dynamic development of the business world requires business actors to continue to adapt and develop effective business strategies. This research aims to analyze Gouppi Coffee's business development strategy using the Business Model Canvas (BMC) approach and SWOT analysis. Gouppi Coffee, as a case study, is a company in the coffee industry that faces challenges and opportunities in its business environment.*

*The research method used involved interviews with the owner and management of Gouppi Coffee, as well as data collection through direct observation of business operations. Business Model Canvas analysis was used to detail the key elements in Gouppi Coffee's business model, while SWOT analysis was used to identify the strengths, weaknesses, opportunities, and threats facing the company.*

*This research is expected to contribute to Gouppi Coffee and other stakeholders in understanding of effective business development strategies. In addition, the results of this study can serve as a guide for other businesses in similar industry sectors to optimize their business performance.*

**Keywords:** *Business Strategy, Business Model Canvas, SWOT, Gouppi Coffee*