

ABSTRACT

This research is entitled "Application of the Business Model Canvas to Business Model Innovation at PT. Onloc Resto Indonesia". The main objective of the research is to explore how the Business Model Canvas (BMC) can increase business model innovation at PT. Onloc Resto, an MSME in the food and beverage sector. The research background identifies the challenges faced by the company, including a decrease in revenue due to a lack of effectiveness in marketing and branding strategies, as well as a suboptimal business model. This research focuses on the application of BMC as a tool for redesigning business models and more effective competitive strategies.

The method used is descriptive qualitative, with in-depth analysis to understand market characteristics and needs. The research results show that the implementation of BMC helps PT. Onloc Resto in identifying more appropriate customer segments, improving value propositions, and improving distribution channels and relationships with customers. By using BMC, PT. Onloc Resto can optimize innovation in its business model, which contributes to increasing competitiveness and business sustainability. This research is expected to provide theoretical and practical contributions to the development of MSMEs in Indonesia, especially in the food and beverage sector. These findings are relevant not only for PT. Onloc Resto, but also for other business actors who face similar challenges in a competitive industry.

Keyword: BMC, PEST. PT. Onloc Resto