

## ABSTRACT

*Siswanto Grocery Store, a business that provides daily necessities, has been established since 2006. This business has experienced development from retail sales to wholesale over time. However, in the last five years, this store has experienced a significant decline in revenue, which was influenced by various factors. This research was conducted to evaluate the current business model of the Siswanto Grocery Store using the Business Model Canvas approach. The data used includes current business models obtained through interviews with business owners and observations, customer profile data obtained through interviews, and business environment data obtained through literature studies. This information is then used to conduct a SWOT analysis, which becomes the basis for designing a new business model. Several recommendations for improvement were proposed for the Siswanto Basic Food Store. One of them is increasing the Customer Segment by adding new sales methods to expand customer reach. Improvements are also needed in the store service system, which currently still follows traditional patterns. By implementing the proposed Business Model Canvas design, it is hoped that Siswanto Grocery Store can continue to compete in the market and increase its business income.*

***Keywords: Basic food, Business Model Canvas, SWOT***