ABSTRACT

Baso Urat Saturnus Gatsu (BUS) is a Micro, Small, and Medium Enterprise (MSME) that focuses on the culinary industry by offering ready-to-eat products, especially processed beef products such as fine beef meatballs and tendon beef meatballs. Baso Urat Saturnus Gatsu also operates restaurants both offline and online that serve the meatballs produced. This business has several restaurant outlets with different names and ownerships, one of which is Baso Urat Saturnus Gatsu. In running its business, Baso Urat Saturnus Gatsu has faced challenges, namely unmet income targets. The root causes of this issue include Decreased Product Quality, Lack of Product Innovation, High Selling Prices, Many Similar Products, Poor Customer Service, Less Strategic Location, Untrained Employees, and More Attractive Competitor Prices. To address these issues, an effective problem-solving method is employed, namely designing a proposed business model by analyzing and identifying the 9 block elements using the Business Model Canvas. Some necessary data includes primary data obtained from interviews with the owners and consumers of Baso Urat Saturnus Gatsu, as well as field observations. This data is then processed to create an existing business model and Customer Profile. Additionally, secondary data from literature studies is needed to analyze the business environment. The primary and secondary data are then processed and analyzed using SWOT, followed by the creation of a value proposition canvas. The processing of this data serves as the basis for designing the proposed Business Model Canvas for Baso Urat Saturnus Gatsu. This research and design aims to understand and propose a business model for Baso Urat Saturnus Gatsu by mapping the Business Model Canvas, identifying the Customer Profile, analyzing the business environment, conducting a SWOT analysis along with designing its business strategy, and also mapping the value proposition canvas. The result of this design is a proposed Business Model Canvas for Baso Urat Saturnus Gatsu. Based on the results of the proposed Business Model Canvas design, suggestions for improvement were obtained in the addition of customer segments, namely customer segments outside the Bandung City area, value propositions with the addition of varied menus, attractive presentation, ease of payment, and adequate parking facilities, channels with increased use of Instagram social media, addition of

WhatsApp. Customer relationships with the addition of attractive social media content, offers of promotions and discounts, and loyalty programs. Revenue streams with the addition of frozen meatball product sales, and increased sales of meatball portions and meatball noodles. Key activities with the addition of raw material quality checks. Key Partnership with the addition of alternative suppliers. Cost structure with the addition of training costs, marketing costs, raw material costs and parking facility revitalization costs. This proposed business model is expected to provide benefits and solve existing problems at Baso Urat Saturnus Gatsu.

***Keywords:** Baso Urat Saturnus Gatsu, Business Model, Business Model Canvas, Customer Profile, SWOT Analysis, Value Proposition Canvas.*