

## **Abstract**

West Java is the province with the largest number of MSMEs with a total of 1.49 million business units. The number of MSMEs has experienced good growth in Indonesia throughout 2022, especially in the province of West Java. These MSMEs include businesses in the fields of food, fashion, trade, handicrafts, services, and others. According to Open Data Bandung in 2022 there were 1,533 businesses in the food sector with 1,187 being cafes and restaurants, which made the city of Bandung dubbed as one of the culinary heavens in Indonesia. With so many cafes and restaurants in the city of Bandung, it is a challenge for entrepreneurs who want to open similar businesses. Opening a cafe faces a number of challenges, including fierce competition in the culinary industry. This shows that it is necessary to plan various strategies in order to survive, attract customers and keep up with competition in the same business sector. These strategies include service, price, product quality, cafe concept, and innovations that must continue to be developed. This study aims to design a business model for the Tadashi Kohi Cafe in order to prepare the cafe that will be opened. The design of the business model begins with collecting secondary data to then design a lean canvas. The results of the lean canvas design will then be verified to strengthen the mechanisms or things that need to be the basis for creating a business model. Furthermore, validation is carried out by interviewing early adopters regarding the problems and solutions that have been identified. Early adopters in the designed business model are Bandung students who are the target of the Tadashi Kohi Cafe itself. The unique value proposition designed is "a place that makes many memories with the people closest to you". The resulting solution is a new business model so that cafe owners better understand and comprehend what needs to be prepared in opening a new cafe business.

**Keywords:** Cafe Tadashi Kohi, Lean Canvas, Coffee, Customers