

## ABSTRACT

Kripik Bujangan is one of the MSMEs from Bandung City which has been established since 2022 and sells various types of spicy chips typical of West Java, such as basreng chips, glass chips, cassava chips, dried cimol, dried dumplings, and macaroons. Kripik Bujangan has a sales target of 2000 packages for each month, but the sales trend is still declining, making it difficult to meet the target. There are several factors that have been identified as the cause of not achieving the sales target, including promotional activities that have not been carried out optimally, limited labor, few sales channels, and incomplete production support facilities. It can be seen that the problems that occur in Kripik Bujangan are caused by several interrelated aspects. Therefore, to increase product sales in order to achieve sales targets, an evaluation is needed that can involve several interrelated business components so that improvements can be made simultaneously. One way that can be done to overcome these problems, namely by evaluating and designing a proposed business model for Kripik Bujangan using the Business Model Canvas method. There are several data needed for this research, namely current business model data, consumer profile data, and business model environmental conditions data. In evaluating the current business model, it is carried out using 7 questions analysis and SWOT analysis. SWOT analysis is carried out for the entire canvas (big picture), then given a score by Kripik Bujangan. Through the results of the SWOT analysis, a strategy design was then carried out using the TOWS matrix to improve the company's business model which was then mapped into the proposed Business Model Canvas. Some of the proposed improvements include expanding the range of individual customers by targeting housewives and office workers, adding channels in the form of Shopee and Indomaret in the Jakarta area, increasing the variety of flavors and product sizes, adding workers and adding to business support equipment. These changes certainly have an impact on the financial aspects so that further financial simulations are carried out to calculate the estimated income and additional costs.

**Keywords: Business Model, Kripik Bujangan, Business Model Canvas, Incremental Cost, Financial Simulation**