

ABSTRACT

Diagram Coffee & Space is a Coffee Shop business located at Jl. Telekomunikasi No.237, Sukapura, Kec.Dayeuhkolot, Bandung Regency. This coffee shop provides direct visit services and can also order online. This Final Assignment discusses the increasing competition in the coffee shop business around Diagram Coffee & Space, with some of them offering similar facilities, even more complete than Diagram Coffee & Space.

In this Final Assignment, the Business Model Canvas method is used to understand the business model implemented by Diagram Coffee & Space. The data needed for the design process of this proposal is current business condition data, customer profile data and business environment data analysis. The third data will be used to compile and assess the current business model with a SWOT analysis which is the basis for designing the business model proposal process. The design results show the need to expand consumer reach to increase competitive advantage and become the center of market segments that have been adjusted to customer demographics and geography. To add new value propositions to consumers that are added by holding events and collaborating with other agencies, Diagram Coffee & Space can increase its visibility in the community and strengthen its brand image.

Events tailored to different age segments can help in reaching different customer groups, thus expanding the customer base. Creating a good, proportional, and measurable event requires the right human resources and supporting technology so that the event can be carried out well, proportionally, and measurably. Customers involved in these events tend to feel more connected to Diagram Coffee & Space, which can increase their loyalty to Diagram Coffee & Space. Then, to reach all customer groups and without additional promotional costs, added with a Word of Mouth promotion strategy by maintaining consistent product quality and taste will create a positive experience for customers, which then customers will share their experiences with others. In addition, to maintain good relations with consumers, Diagram Coffee & Space must maintain communication with customers both directly and digitally to provide evaluations of producers to meet consumer needs.

To support business development in order to get more customers, adequate resources are also needed. The need for selection of cooperation partners who provide good and consistent products can contribute to the creation of a positive and sustainable customer experience.

Keywords: *Business Model Canvas, Diagram Coffee & Space, Business Model.*