

ABSTRACT

Mr. Mangkok is one of the Micro, Small, and Medium Enterprises (MSMEs) engaged in the food and beverage (F&B) sector that is authentic to Bali and is located in the Telkom University area. In the business world, there are various strategies used by companies to create, distribute, and optimize value. One important step that can be taken to increase competitiveness is to evaluate the business model being implemented.

This study aims to understand and find out the mapping of the current business model and to formulate recommendations for the right business model for Mr. Mangkok using the Business Model Canvas approach.

This study is a descriptive study that uses qualitative research methods with interview techniques, literature studies, and documentation. The first step in mapping the current business model is to conduct interviews and documentation to collect relevant data. After that, a Value Proposition Canvas is prepared to analyze customer needs and expectations that must be met. The next step is to analyze the business environment to evaluate Mr. Mangkok's internal strengths and weaknesses, as well as opportunities and threats from the external environment.

The results of this study are expected to be used as an evaluation related to the design of a new business model that is recommended to support digital transformation and sustainable growth at Mr. Mangkok using the Business Model Canvas.

Keywords: Business Model Canvas, Value Proposition Canvas, Business Model