ABSTRACT
POSTROPIC COFFEE BUSINESS DEVELOPMENT USING CANVAS MODEL BUSINESS INNOVATION

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Currently, the coffee shop business is a popular one. Coffee shops come in a wide range of styles, from exclusive to standard. The habit of drinking coffee has become a way of life for the people of Indonesia. The abundance of coffee-drinking establishments in Makassar causes customers have many options before visiting a coffee shop. The descriptive qualitative research method was used in this study. The researcher selects qualitative descriptive research in order to obtain a comprehensive picture of the data in both verbal and numerical forms relevant to the data researched. Researchers also wish to describe the situation in the field in greater detail, transparency, and depth. The findings of this study demonstrate the Posttropical Coffee Canvas Business Model, as well as the customer segment of Posttropics Coffee, namely teenagers to parents aged 17-55 years, from middle to upper economic status, who are looking for a coffee shop to relax, do assignments, hang out, and enjoy coffee. According to the SO matrix, Posttropical Coffee needs to expand its business and build new outlets in order to expand its marketing.

Keywords: Canvas Business Model, Business Planning, Coffee Shop

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