ABSTRACT

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IMPLEMENTATION OF THE CANVAS BUSINESS MODEL (CBM) AT NATA CAFE PETTARANI

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This study aims to analyze and design an appropriate business strategy for Nata Cafe Pettarani *through the implementation of the Canvas Business Model. Since its establishment in 2024, Nata Cafe is a startup in the food and beverage (F&B) sector which has not yet had a structured business model.*

This research adopts a descriptive qualitative approach using a case study method. Data collection techniques include interviews, observations, and documentation. The first step in this study is to map Nata Cafe's business model based on the nine key elements of the Canvas Business Model framework. Subsequently, the mapping results are analyzed using a SWOT analysis as a tool to identify the strengths, weaknesses, opportunities, and threats affecting the business. Based on the SWOT analysis results, strategic recommendations are formulated, and a final version of the Canvas Business Model is developed to be more relevant and adaptive to the business's internal and external conditions.

The research findings show that the combination of the Canvas Business Model and SWOT analysis provides a comprehensive overview of Nata Cafe's business model and produces more targeted, applicable, and sustainable business strategy recommendations.

Keywords: Canvas Business Model, SWOT Analysis, Business Strategy, Nata Cafe.

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