SUMMARY

IBNUSSINA. Development Strategy of Signature Coffee Shop base on Business Model Canvas Approach. Supervised by BUNASOR SANIM dan AGUS MAULANA.

The economic growth and the growing needs of the community provide great opportunities for industry players, especially for food and beverage industry to expand their business. One of growing business today is coffee shop that actually has been developed by the global companies with standard modern coffee shops concept. The success of modern coffee shops are encouraging the emergence of local coffee shops in Indonesia. Signature Coffee Shop (SCS) is one of the local coffee shops are also constantly trying to develop the coffee business. SCS should reveal the current business model, knowing internal and external factors faced, unable to implement the business model SCS and strategy of business model improvements renewable.

The success of the coffee shop has forced the emergence of the local coffee shops in Indonesia. This causes the coffee shop business competition is very tight and all businesses are racing to provide good product for the customer. Signature Coffee Shop (SCS) is one of local coffee shop that always expand. Based on this situation, SCS should renew its business model to help SCS expand its business.

This study aims to identify business model description of SCS with business model canvas approach, to analyze factors that influence the expansion of SCS business, and give recomendation about the development strategy to expand SCS’s business model in the future. Based on canvas business model that has been perfected, this study uses nine element on canvas business model’s perspective to analyze internal and external factors of SCS. The nine elements uses as reference for future business models and formulate programs as a strategy for business improvement SCS.

Based on the analysis of the nine element in canvas business model SCS, the nine elements improvement priority are Key Partner, Key Activities, Key Resources, Value Preposition, Customer Relationship, Customer Segment, Channels, Revenue Streams and Cost Structure. Based on these, there are three of development strategies that can be used by SCS to face tight competition in coffee shop business. The strategies are development of management and operational system, improvement of product and service quality, and market expansion. The development strategy of management and operational system is related with human resource and development improvement in SCS. This strategy is related with the development and research to make an innovation of SCS. The improvement of product and service quality is about how SCS can provide the best product for its customer and give an unique service. And the third strategy is market expansion, this strategy is related with the way of SCS to grab e new customer segmentation.

Keyword : cafe, coffee shop, and business model canvas