

START UP BUSINESS DEVELOPMENT STRATEGY BY USING BUSINESS MODEL CANVAS APPROACH (Case Study: Kopi Kap bengkalis)

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ABSTRACT

The high competition in the coffee shop business and promising opportunities make KopiKAP shops must be able to adapt and develop their business. The purpose of this research is to evaluate KopiKAP's business strategy with a canvas business model approach and to design a new business model. This research is a qualitative descriptive research with in-depth interview method. The results of this study obtained the development of a business model on the five blocks of the canvas business model, namely the development of the customer relationship block is the secret menu, the revenue stream block is consignment costs, the main activity block is continuous online promotion, the main partnership block is partnering with stores. bread, and the block of development cost structure is the cost of business development or innovation.

Keywords: *Business model canvas*