



# THE DEVELOPMENT OF BUSINESS STRATEGY IN A COFFEE ROASTERY USING DESIGN THINKING AND BUSINESS MODEL CANVAS

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## **A B S T R A C T**

MSME plays important role in national economic development. XYZ Coffee Roastery is one of the MSMEs that is specialized in the food and beverage field of business (coffee shop) that rapidly developed, yet the owner intends to expand the market to increase the marketing and maintain the business development to prevent the declining. This article discusses the development of business marketing in XYZ Coffe Roastery. It aims to solve existing problems, design and explain the strategy formulation. The methods employed in this study are Design Thinking and Business Model Canvas. Both models are applied to serve with the innovative solution to existing problems, as well as to provide suitable business strategy. Observation and interviews are utilized as data collection methods. Later, business analysis is performed by employing design thinking and a business model canvas. This research results in a business strategy development for XYZ Coffee Roastery that also shares benefits to other similar MSMEs.

**Keywords:** *Business Strategy; Coffee Roastery; Design Thinking; Business Model Canvas*