

ABSTRACT

Brotherhood coffee shop is a developing coffee shop that was founded in 2018, located in Sei Bamban District, Serdang Bedagai Regency, North Sumatra Province. The Brotherhood coffee shop now has quite tight competition with similar coffee shops in the area and must maintain a stable and increasing sales turnover in a sustainable manner. This research aims to determine the application of the business model canvas (BMC) in the development strategy of the Brotherhood coffee shop in Sei Bamban District, Serdang Bedagai Regency, North Sumatra Province. This research uses a qualitative research approach using the business model canvas (BMC) as a data analysis method. The results of this research show that, without realizing it, the Brotherhood coffee shop is part of the business model canvas by having customer segments or potential consumers in selling its coffee products. In the value proposition block, there are already several advantages that are not available in similar coffee shops, they have implemented marketing. directly and indirectly as a marketing channel, implementing customer relationships as a form of establishing and maintaining relationships with customers, income revenue predominantly comes from product sales, there are important activities carried out for smooth operations, utilizing key resources as owned resources such as natural resources , human resources, physical resources, financial resources and intellectual resources, collaborate with several parties to fulfill operational activities, and use details of fixed costs and variable costs in carrying out business activities at the Brotherhood coffee shop.

Keywords: *Application, Business Model Canvas, Coffee Shop Brotherhood*