



CANVAS BUSINESS MODEL AT LONTONG SAYUR PAK RADEN FACES MANDATORY HALAL 2024

Alfi Ghifari Nurrohman¹, Isdiana Suprpti²

^{1,2}Departement of Agribusiness, University of Trunojoyo Madura, Bangkalan,
Indonesia.

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Abstract

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UMKM Lontong Sayur Pak Raden has been established for two years, but for these two years the owner has not determined the business plan in his business activities. With the existence of Mandatory Halal regulations where food and beverage products must have halal certification, it adds challenges for business owners to survive in the food industry. The purpose of this study is to find out the flow and business planning of Lontong Sayur Pak Raden using the Business Model Canvas (BMC) method. The results showed that these MSMEs are lacking in terms of promotion only using whatsapp and the customer segment is still wide. The advantages of this MSME have many partners, have a pronounced value of shrimp savory taste in the soup, sales are not only lontong sayur but sales of hot tea and coffee. So what the owner has to do is add promotional media in the form of Instagram and TikTok, the customer segment is focused on demographic aspects.

✉ Corresponden Author
(*) Author

Email:
200321100088@student.trunojoyo.ac.id¹
isdiana@trunojoyo.ac.id^{2*}

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Introduction

Small and medium enterprises (SMEs) are one of the industries that have a major impact in driving economic growth. This is due to the large number of labor absorbed by small and medium enterprises. According to labor statistics, 99.5% of workers in Indonesia are employed by SME companies (Al-Bana et al., 2021). Small