

# SWOT Analysis and Application of the Canvas Business Model at Star Kitchen Café & Resto to Determine Business Strategy in Facing the Policy for Implementing Emergency Community Activity Restrictions (PPKM) during the Covid-19 Pandemic.

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- **Abstract:** Star Kitchen Café & Resto is one of the cafes and restaurants that has been established in Bandung Regency since June 2014. This study aims to identify internal and external analysis as well as business model analysis canvas on Star Kitchen Café and restaurant to determine an alternative business strategy that suits the current pandemic situation, especially the one that could adjust to the current PPKM policy. The research method used in this research is descriptive research method with quantitative approach and SWOT analysis. The results obtained by researchers through this study included: 1) Star Kitchen Café and Resto had implemented health protocols well, 2) Through the application of the canvas business model, Star Kitchen Café and Resto was able to make plans and able to develop business strategies, 3) Through analysis of internal and external environmental factors as well as SWOT analysis, Star Kitchen Café & Resto could determine the best alternative strategy and in accordance with the current pandemic situation, 4) Alternatively, the strategies that could be used were to prioritize the take away and delivery system, maintain the cleanliness and hygiene of the product, conduct marketing through social media and improve the service system. This research was expected to be useful for the development of business strategies, especially in the current pandemic situation.
- **Keywords:** SWOT Analysis, Business Model Canvas, Business Strategy, PPKM, Pandemic