

# **Conceptualizing Business Models for Competitive Advantage amidst COVID-19: A Case Study of Coffee Shops' Strategies in Jakarta**

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## **Abstract**

Coffee shops have been defined as ‘third places’ in urban lives, accommodating areas for people to gather, relax and gain connections. The expanding presence of coffee shops in Jakarta has meant that they increasingly take on a more comprehensive range of roles, catering spaces of sociality. People can strengthen connections and potentially create communities. However, the coffee shop business is facing challenging competition to persevere in COVID-19 pandemic times. Not only because of the physical distancing applied but also because of a more significant number of competitors, hence declining their performance. This study aims to develop a more innovative and competitive business model that enhances the crucial elements of the coffee shop model canvas to strengthen their business performance and achieve sustainable competitive advantage by applying the SWOT analysis method. The study findings a proposed business model canvas serves as supporting strategies for market scheme development.

## **Keywords**

Coffee shops, Business strategy, Competitive advantage, COVID-19, Business Model Canvas, SWOT Matrix