

ABSTRACT

This thesis examines innovative journey of Bali Brunch Indonesian Restaurant from Finland to the Netherlands. The study aims to analyze Bali Brunch's strategic integration of innovation, collaboration, and sustainability to overcome challenges and thrive in European markets. This thesis utilizes Business Model Innovation (BMI) that is based on Business Model Canvas. There are 9 (nine) important factors for Business Model Canvas (Heikkilä, Bouwman, and Heikkilä 2018) for Business Model Innovation (Osterwalder & Pigneur, 2013), namely 1) customer segments, 2) customer relationships, 3) channels, 4) value proposition, 5) key activities, 6) key resources, 7) key partners, 8) cost structure, and 9) revenue streams. The thesis uses qualitative research method with primary and secondary data. The thesis highlights key findings that Bali Brunch innovates with the 9 factors through stages 1) beginning phase of seeking profitability; 2) follow-up phase of seeking growth; and 3) next phase of starting a new business in another country/the Netherlands. The research highlights the importance of collaboration with multistakeholders and sustainability as a core principle guiding Bali Brunch.

In conclusion, this thesis provides valuable insights into how Bali Brunch has leveraged innovation, collaboration, and sustainability to transition from striving to thriving in international markets, offering a model for similar businesses aiming for successful expansion. The study acknowledges limitations such as the unique market characteristics of Finland and the Netherlands that may not be applicable elsewhere. Future research suggestions include comparative market analysis, comprehensive innovation strategies, cross-cultural collaboration, sustainability impact assessment, customer behavior studies, and performance tracking.

Keywords: Indonesian restaurant, restaurant innovation, collaboration.