
Competitive Advantage Analysis of Warung Brader Kediri Using the Value Proposition Canvas

Prisca Osani Ta'ek^{1*}, Sofia Maulida Yubaida², Siti Luthfiana Putri Dewi³, Drickus Coetzer⁴, 馮標青⁵, 范福鵬⁶, 黃昀凱⁷, 曹晉源⁸

1),2),3) University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No.76, Mojoroto, Kediri City, East Java, 64112, Indonesia

4),5),6),7),8) National Yunlin University of Science and Technology, No. 123號, Section 3, Daxue Rd, Longtan Village, Douliu City, Yunlin County, Taiwan, 64002

ichakalle05@gmail.com*

*corresponding author

Article Information		Abstract
Submission date	4 February 2026	Research aim: This study aims to analyze the competitive advantage of Warung Brader Kediri through the application of the Value Proposition Canvas (VPC) and to formulate value-based strategies that enhance customer satisfaction, product differentiation, and loyalty. Design/Method/Approach: A qualitative case study approach was employed. Data were collected via in-depth interviews with customers and employees, direct observations at the café, and internal documentation. The analysis focused on mapping Customer Jobs, Pains, Gains, and the Value Map, as well as evaluating the alignment between customer needs and the business offerings. Research Finding: The analysis revealed that Warung Brader successfully aligns its products and services with customer needs, providing home-style meals at affordable prices, fast and friendly service, convenient online ordering, and attractive promotions. The VPC framework helped identify and address customer pains while enhancing gains, creating a tangible competitive advantage. Theoretical contribution/Originality: This study demonstrates the practical application of the VPC in traditional culinary UMKM, highlighting the integration of customer-centric strategies to optimize value propositions. The novelty lies in contextualizing the VPC for a local food stall in a mid-sized city, which has not been widely explored in the international literature. Practitioner/Policy implication: The findings provide actionable insights for owners and managers of culinary MSMEs, guiding the design of customer-centric, innovative, and adaptive business strategies that enhance customer satisfaction and loyalty. Research limitation: The study is limited to a single location (Warung Brader in Kediri) with a relatively small number of interview respondents. Future research could expand the geographic scope, increase the sample size, and include additional
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variables such as digital ordering trends and broader customer demographics.

Keywords: *Competitive Advantage, Value Proposition Canvas, Culinary MSME, Customer-Centric Strategy, Local Food Business*

1. Introduction

Competition in the culinary sector in Indonesia is increasingly intense, particularly for micro and small enterprises such as food stalls, which must retain customers and differentiate themselves from both local and modern competitors. Warung Brader Kediri faces challenges in providing products that match customer preferences while maintaining competitive advantage in a saturated market [1]. This phenomenon underscores the importance of a deep understanding of customer needs and desires, enabling the formulation of effective strategies to enhance service value, product differentiation, and customer loyalty [2].

Previous studies have shown that the Value Proposition Canvas (VPC) is an effective tool for mapping the relationship between business offerings and customer needs. VPC analysis focuses on Customer Jobs, Pains, and Gains, as well as how a business can align its products and services through the Value Map to create an optimal value proposition [3-4]. Research in culinary UMKM and creative industries indicates that VPC can improve responsiveness to market demand, strengthen product differentiation, and provide service strategies that better meet customer expectations [3-4]. However, studies that specifically address the application of VPC in local food stalls in mid-sized cities such as Kediri are very limited, leaving a gap in the literature regarding its context-specific application.

The main distinction of this study compared to previous research lies in its focus on Warung Brader Kediri as a case study. This research analyzes in detail how the elements of VPC, ranging from the identification of Customer Jobs, Pains, and Gains to the creation of the Value Map, can be utilized to strengthen the competitive advantage of a local food stall. The approach emphasizes the practical application of VPC to enhance the value proposition, compared to previous studies that were more general or focused on digital or e-commerce-based UMKM [5-6]. The novelty of this research lies in the contextual application of VPC to traditional culinary businesses, which has not been widely addressed in international literature, thereby providing new insights for UMKM practice [7].

The primary objective of this article is to analyze the competitive advantage of Warung Brader Kediri through the implementation of the Value Proposition Canvas and to formulate value-based strategies to enhance customer satisfaction, product differentiation, and loyalty. By focusing exclusively on VPC, this study contributes practical insights into how culinary UMKM can systematically and effectively optimize their value propositions [1,4].

The structure of this article is as follows: the first section presents the introduction, discussing the background, research urgency, and focus on VPC; the second section provides a literature review on VPC and competitive advantage; the third section explains the research methodology with a case study approach; the fourth section presents the results and analysis;

and the final section offers conclusions and strategic recommendations for the development of Warung Brader Kediri.

1.1. Statement of Problem

The structure of this article is as follows: the first section presents the introduction, discussing the background, research urgency, and focus on VPC; the second section provides a literature review on VPC and competitive advantage; the third section explains the research methodology with a case study approach; the fourth section presents the results and analysis; and the final section offers conclusions and strategic recommendations for the development of Warung Brader Kediri. Despite the rapid growth of the culinary sector in Indonesia, micro and small enterprises (UMKM) such as Warung Brader Kediri continue to face significant challenges in maintaining a competitive position in increasingly saturated local markets. Many traditional food stalls offer similar products but lack differentiation and innovative service, causing customers to shift to competitors that provide more appealing experiences or value [1-2]. In this context, the ability of UMKM to understand customer needs and align their value proposition is crucial for creating sustainable competitive advantage.

Previous studies have shown that the Value Proposition Canvas (VPC) can serve as a strategic tool to design value propositions that align with customer needs; however, its application has been largely limited to creative, digital, or e-commerce-based businesses [3-5]. These studies have rarely investigated empirically how VPC can be applied to traditional food stalls in mid-sized cities, which possess unique consumer characteristics, location dynamics, and business patterns compared to digital UMKM [3-4]. This research gap highlights the need for a context-specific study that examines the practical application of VPC for local culinary UMKM, providing actionable and relevant strategic guidance.

Moreover, most prior research has emphasized theoretical analysis or industry generalization, with limited focus on the practical aspects of implementing VPC in day-to-day operational contexts. Warung Brader Kediri presents unique features such as signature menu items, customer service patterns, and strategic location, requiring a contextual approach that captures the alignment between value proposition and customer expectations [6-7].

Based on these challenges, this article focuses on identifying Customer Jobs, Pains, and Gains, as well as the Value Map that fits the needs of Warung Brader Kediri's customers. The purpose of this statement of problem is to gain an in-depth understanding of how VPC can assist traditional culinary UMKM in formulating value-based strategies to enhance customer satisfaction, product differentiation, and sustainable competitive advantage [1,4,8].

1.2. Research Objectives

The primary objective of this study is to analyze the competitive advantage of Warung Brader Kediri through the application of the Value Proposition Canvas (VPC). This research aims to provide a systematic and practical approach for aligning the business offerings with customer needs, thereby enhancing product differentiation, customer satisfaction, and sustainable competitive advantage. Specifically, the study seeks to achieve the following objectives:

1. To identify and map the Customer Jobs, Pains, and Gains of Warung Brader Kediri's target customers, providing a comprehensive understanding of customer expectations and challenges [1,3].
2. To analyze the Value Map of Warung Brader Kediri, examining how the business addresses customer Pains and generates Gains through its products and services [4-5].
3. To evaluate the alignment between the Customer Profile and the Value Map, determining the effectiveness of the current value proposition in creating competitive advantage [6-7].
4. To propose strategic recommendations for optimizing the value proposition, enhancing operational practices, and increasing customer loyalty and market differentiation [2,8].

By achieving these objectives, this study contributes both theoretically and practically to the understanding of how VPC can be employed in traditional culinary UMKM. It provides actionable insights for owners and managers to strengthen their competitive positioning while addressing the unique characteristics of local food businesses in mid-sized cities.

2. Method

This study employs a qualitative approach to gain an in-depth understanding of the application of the Value Proposition Canvas (VPC) at Warung Brader Kediri. The qualitative approach was chosen because the research emphasizes understanding the local culinary business context and the perceptions of both customers and employees regarding the value offered by the café. This approach is relevant for addressing the research problem as it allows for a systematic analysis of experiences, opinions, and preferences of stakeholders in a real-world context [3].

Data Collection was conducted using three primary methods. First, in-depth interviews were conducted with Warung Brader Kediri customers, focusing on students who frequently visit the café for socializing, studying, or relaxing. The interviews explored their experiences regarding comfort, pricing, facilities, and reasons for choosing Warung Brader over other cafés. Second, interviews were conducted with employees, particularly the admin staff, to understand daily operational procedures and how staff activities support customer experiences. Third, direct observations were carried out at the café during operating hours, including monitoring customer activities, staff interactions, and facility conditions. Fourth, documentation was collected, including transaction records, photographs of facilities, and menu management, to support data triangulation.

Data Analysis Techniques involved several steps. Data from interviews and observations were classified according to the main VPC themes, including Customer Jobs, Pains, Gains, and the Value Map. Subsequently, data reduction was performed to focus on information relevant to the study objectives. The analysis systematically compared customer and employee perspectives, emphasizing the alignment of the café's value proposition with customer expectations. Triangulation techniques were applied to enhance data validity by cross-verifying findings from interviews, observations, and internal documentation.

This study applies an interpretive paradigm, which is suitable because the research focuses on understanding individuals' perceptions and experiences within the social and business context of Warung Brader Kediri. This paradigm allows the researcher to interpret the meanings embedded in interactions between customers and employees and to assess how VPC elements are applied in practice, providing a comprehensive understanding of the café's competitive advantage based on value proposition.

Through this methodology, the study aims to provide a thorough depiction of VPC implementation, identify the competitive advantages of Warung Brader Kediri, and formulate practical, value-based strategic recommendations tailored to the local context.

3. Results and Discussion

This section presents the results of the Value Proposition Canvas (VPC) analysis for Warung Brader, based on in-depth interviews with customers and employees, direct observations, and internal documentation. The discussion provides a comprehensive interpretation of each element of the VPC and compares the findings with previous studies in the field.

3.1 Customer Profile

Analysis of the VPC shows that Warung Brader's customers have clearly defined jobs-to-be-done: they seek home-style meals at affordable prices, with convenient access and timely service. Customers also aim to save time and cost while fulfilling daily meal requirements, either individually or with family.

Gains achieved by customers include:

- Tasty and affordable meals.
- Satisfying portion sizes.
- Fast and friendly service.
- A wide range of menu options.
- Attractive daily promotions.
- Convenient location.
- Overall satisfaction and feeling full.

Pains experienced by customers include:

- High prices at other eateries.
- Long queues during peak hours.
- Inconsistent food quality elsewhere.
- Limited time for meal preparation and waiting.
- High delivery fees.
- Difficulty finding clean and comfortable places to eat.

Interview transcripts indicate that customers value consistent taste, friendly service, and clear promotions, which align with previous studies on VPC implementation in culinary MSMEs.

3.2 Value Map

Warung Brader provides products and services that directly address customer needs:

- **Products & Services:** home-style dishes (chicken, fish, eggs, vegetables, sambal), beverages (iced tea, juice, coffee), daily meal packages, dine-in & takeaway services, WhatsApp ordering, loyalty program, daily promotions.
- **Gain Creators:** affordable pricing, varied menu, fast and personalized service, strategic location, attractive promotions, ease of ordering online.
- **Pain Relievers:** reduce daily meal costs, save preparation time, quick ordering and service, consistent taste, clear promotion information, flexible options for dine-in, takeaway, or delivery.

The interpretation shows a strong alignment between the Value Map and Customer Profile, demonstrating that Warung Brader has successfully implemented a customer-centric strategy consistent with the literature on VPC in culinary MSMEs.

3.3 Interpretation and Comparison with Previous Studies

To evaluate uniqueness and effectiveness, a comparison with previous research is presented below:

Table 1. Comparison With Previous Research

Aspect	Warung Brader	Previous Studies	Difference / Novelty
Customer Segments	Individuals and families seeking home-style meals	Culinary MSMEs such as Tacoheroick.id targeting students and young professionals	Focus on family and daily meal needs
Menu / Product	Diverse home-style dishes, daily meal packages	Quick snacks or specialized meals	Emphasizes daily menu variation and larger portions
Gains	Affordable, attractive promotions, fast service, strategic location	Affordable pricing, easy online access	Integration of promotions, friendly service, and large portions
Pains	High prices elsewhere, long queues, delivery fees	Difficulty obtaining meals quickly and accessing promotions	More comprehensive pain relievers addressing multiple issues
Pain Relievers	Online ordering, consistent taste, flexible options	Pre-order, digital ordering	Holistic solutions directly addressing all customer pains
Gain Creators	Varied menu, attractive	Limited topping variation, price-focused	Focus on daily satisfaction and

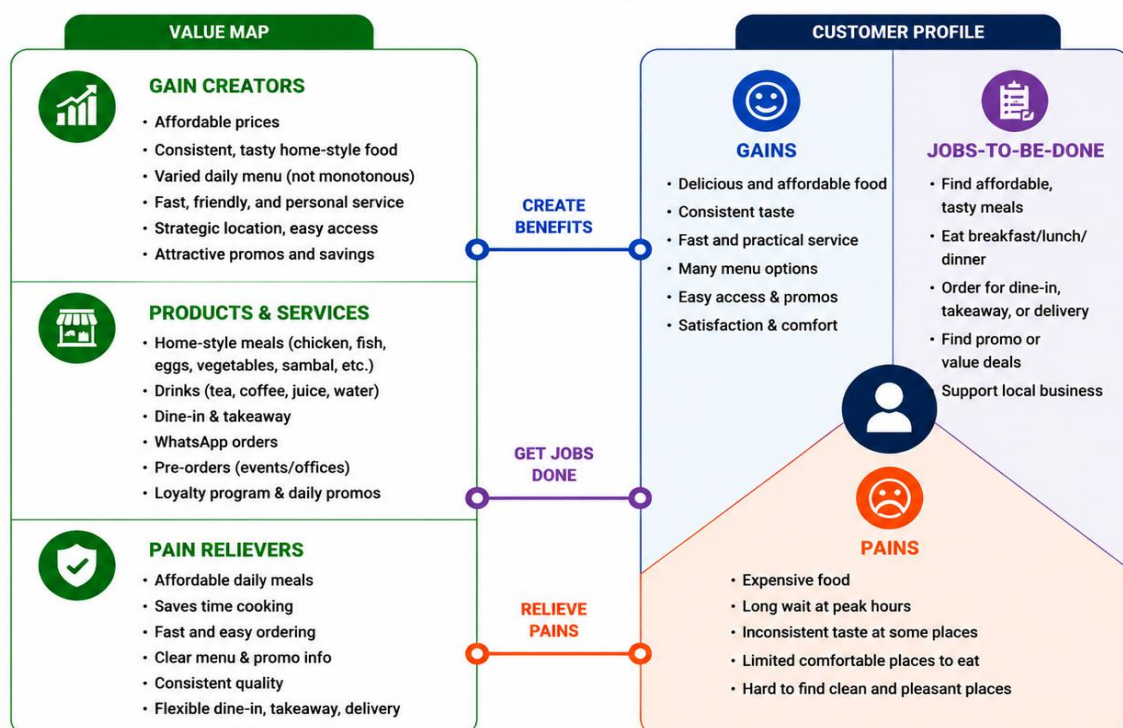
Aspect	Warung Brader	Previous Studies	Difference / Novelty
	promotions, fast service		holistic customer experience

Source: researchers analysis, 2026

This table demonstrates that Warung Brader provides **novel contributions** to previous research by integrating home-style meal variety, daily meal packages, promotions, and comprehensive pain relievers, which directly enhance customer satisfaction and value proposition alignment.

3.4 VPC Visualization

The following figure illustrates the VPC for Warung Brader, integrating Value Map and Customer Profile. The diagram provides a visual depiction of how value offerings align with customer needs:



Source: researchers analysis, 2026

Figure 1. VPC Visualization

The Value Proposition Canvas shows the alignment between Warung Brader's offerings and customer expectations. The Value Map (green) displays products, gain creators, and pain relievers. The Customer Profile (blue/orange/purple) shows gains, pains, and jobs-to-be-done. Arrows indicate the connection between value offerings and customer needs.

4. Conclusion

Based on the analysis conducted using the Value Proposition Canvas at Warung Brader, it can be concluded that the business has successfully aligned its products and services with the needs and expectations of its customers. Warung Brader provides delicious meals at affordable prices, satisfying portion sizes, fast service, convenient online ordering, and attractive promotions.

This alignment allows customers to save time and costs while enjoying a highly satisfying dining experience. In other words, the use of the Value Proposition Canvas enables Warung Brader to effectively identify and respond to customer pains and gains, thereby creating tangible competitive value.

In terms of scientific and practical contributions, this study demonstrates how the Value Proposition Canvas can be applied as a strategic tool to optimize the value proposition in culinary MSMEs. Theoretically, the study highlights the importance of deeply understanding customer needs to enhance competitive advantage.

Practically, the findings provide guidance for Warung Brader's owners and other small businesses in designing more customer-centric, innovative, and adaptive business strategies. The study also presents novelty in the form of an integrated VPC implementation model tailored to the local culinary sector, linking value proposition directly with customer requirements.

However, this study has limitations, including its focus on a single location (Warung Brader in Kediri) and a relatively small number of interview respondents. Future research could expand the geographic scope and sample size, as well as incorporate additional variables, such as digital ordering trends, consumer behavior among younger generations, and integration with other delivery platforms. Such extensions are expected to provide a more comprehensive understanding of strategies for enhancing the value proposition of culinary MSMEs in Indonesia.

Content Attribution

The authors acknowledge that this work was conducted as a collaborative effort among the eight team members. All research, data analysis, and manuscript preparation were performed jointly by the team.

AI assistance using ChatGPT GPT-5 (mini) was employed sparingly to support literature synthesis and preliminary drafting of text sections. All outputs generated with AI were carefully reviewed, edited, and validated by the authors to ensure accuracy, originality, and adherence to academic standards.

The final manuscript represents the combined expertise, judgment, and contributions of the research team, integrating insights from international literature and primary research to produce a coherent and reliable scholarly work.

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