

## ABSTRACT

*Name* : Sherina Alicia and Kevin Justin  
*Study Program* : Hotel Business Program  
*Title* : *The Story of Sir Hunchback's Yellow Beef Soup*

*This study aims to determine the development and history behind Sir Hunchback's Yellow Beef Soup. To find out the business process of Pak Bongkok's Soto Kuning, the analytical method used is qualitative research method.*

*The results show that in the business process, Sir Hunchback's Yellow Beef Soup dominates 2 key elements in the BMC theory or Business Model Canvas, namely Customer relationship and Key resources because of the strong relationship between customers and the managerial of Sir Hunchback's Yellow Beef Soup. As well as supporting elements such as a strategic location, make Sir Hunchback's Yellow Beef Soup interested by his loyal customers.*

*Keywords: Yellow Beef Soup, Bogor, Culinary, Business Process, Customer Relations.*