

## **ABSTRACT**

*Wisebowl.id is a fastfood business established in 2023. Since its inception, the business has experienced fluctuating sales, even facing deficits in certain periods. These challenges occurred due to operational uncertainties during Wisebowl.id's early stages and the limited variety of menu offerings, which hindered optimal sales performance. This research outlines appropriate strategies based on business analysis to address the two primary factors contributing to Wisebowl.id's deficits in certain periods. The study also aims to determine the impact of introducing new menu items on sales and the effect of digital marketing promotions via Instagram on sales and financial performance at Wisebowl.id.*

*The research employs a descriptive quantitative method, which involves using a quantitative approach to explain issues based on data that reflect actual conditions. The data presented in this study were obtained from Wisebowl.id's financial reports.*

*The results of the study indicate that adding new menu items and implementing digital marketing promotions through Instagram positively impact sales and improve Wisebowl.id's financial performance. This improvement is evident in the company's financial reports for the period of August to October 2024, which show a significant increase compared to previous periods. Additionally, this growth is supported by business analysis using the SPACE Matrix, demonstrating that these strategies are more effective than those applied in earlier periods.*

**Keywords: Ricebowl, Sales, Digital Marketing, SPACE Matrix**