

ANALISIS BISNIS TANGKAL *FURNITURE* MELALUI PENDEKATAN *BUSINESS MODEL CANVAS* (BMC)

Oleh:
Iqbal Mohamad Azhari

Dibawah Bimbingan:
Gatot Iwan Kurniawan, SE., MBA

ABSTRAK

Pembuatan dan penjualan produk pada usaha bisnis *Tangkal Furniture* saat ini memiliki kelemahan dalam proses produksi dan pemasaran yang tidak efektif sehingga usaha ini masih sangat minim pendapatan dan tidak dapat berkembang. Tujuan analisis untuk menetapkan strategi pengembangan melalui Matriks TOWS dengan pendekatan metode *Business Model Canvas* (BMC) pada segmen *Value Propositions*, *Channels*, dan *Key Resources*. Metode analisis yang digunakan adalah metode deskriptif kualitatif. Data yang digunakan adalah data primer. Dengan teknik pengumpulan data *Focus Group Discussion* melalui wawancara mendalam dengan pemilik dan *partner* kerja usaha.

Berdasarkan analisis bisnis yang telah dilakukan, diketahui bahwa usaha *Tangkal Furniture* harus melakukan strategi perbaikan. Strategi yang harus dilakukan berdasarkan penggunaan dua metode Matriks TOWS dan *Business Model Canvas* (BMC) didapatkan strategi yaitu perusahaan harus menciptakan produk berkualitas tinggi dan mengenalkannya secara baik kepada konsumen melalui saluran pemasaran baru dengan membuat *workshop* produksi dan penjualan, pembuatan *digital marketing* dan pelaksanaan penetapan strategi pada Blok Segmen *Key Resources* yaitu melakukan penambahan aset *physical* dan *human* serta pemberian *value* berdasarkan *Value Proposition Maps* dengan membuat pembaharuan produk (*newness*) pelayanan yang baik (*convenience*), penawaran *custome design*, dan kemudahan akses dalam pembelian produk (*aksesbility*). Untuk melakukan strategi pengembangan tersebut ditetapkan dalam kebijakan perusahaan melalui penambahan modal usaha.

Kata kunci: Analisis Bisnis, SWOT, Matriks TOWS & *Business Model Canvas* dan strategi pengembangan

ANALYSIS OF TANGKAL FURNITURE THROUGH THE BUSSINESS MODEL CANVAS (BMC) APPROACH

Written by:
Iqbal Mohamad Azhari

Preceptor by:
Gatot Iwan Kurniawan, SE., MBA

ABSTRACT

The manufacture and sale of products in Tangkal Furniture business currently has weaknesses in the ineffective production and marketing processes so that this business is still very minimal incomes and cannot develop. The purpose of the analysis is to establish a development strategy through the TOWS Matrix with the Business Model Canvas (BMC) approach in the Value Propositions, Channels, and Key Resources segments. The analytical method used is a descriptive qualitative method. The data used are primary data. The data collection is used technique Focus Group Discussion through in-depth interviews with owners and business partners.

Based on the business analysis that has been done, it is known that Tangkal Furniture's business must carry out a repair strategy. The strategy that must be carried out based on the use of two methods TOWS Matrix and Business Model Canvas (BMC) obtained a strategy that companies must create high-quality products and introduce them well to consumers through new marketing channels by conducting production and sales workshops, making digital marketing and implementing the establishment of strategies The Key Resouces Segment Block is adding physical and human assets as well as granting values based on Value Proposition Maps by making product newness and convenience, convenience custome design, and ease of access in purchasing products accessibility. To implement the development strategy, it is stipulated in company policy through the addition of venture capital.

Keyword: Business Analysis, SWOT, TOWS Matrix & Business Model Canvas and development strategies