

PENGEMBANGAN BISNIS JAM TANGAN KULIT AKARA WATCH MENGUNAKAN METODE BUSINESS MODEL CANVAS (BMC)

Ditulis Oleh:
Alvin Julian

Dosen Pembimbing:
Gatot Iwan Kurniawan, SE., MBA., CRA., CSF

ABSTRAK

Pembuatan dan penjualan produk pada usaha bisnis akara watch personality saat ini memiliki kelemahan dalam proses produksi dan pemasaran yang tidak efektif sehingga usaha ini masih sangat minim pendapatan dan tidak sapat berkembang. Tujuan analisis untuk menetapkan strategi pengembangan melalui Matriks TOWS dengan pendekatan metode Bussines 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 di lakukan, di ketahui bahwa usaha akara watch personality harus melakukan strategi perbaikkan. Strategi yang harus dilakukan berdasarkan penggunaan dua metode Matriks TOWS dan BussinesModel Canvaas (BMC) didapatkan strategi yaitu perusahaan harus menciptakan produk berkualitas tinggi dan mengenalkannya secara baik kepada konsumen melalui saluran pemasaran baru dengan membuat offline store atau toko, pembuatan digital marketing dan pelaksanaan penetapan strategi pada blok segmen Key Resources yaitu melakukan penambahan asset physical dan human serta pemberian value berdasarkan Value Proposition maps dengan embuat pembaruan produk (newness), pelayanan yang baik (convenience), penawaran custome design, dankemudahan akses dalam pembelian produk (accessibility). Untuk melakukan strategi pengembangan tersebut ditetapkan dalam kebijakan perusahaan melalui penambahan modal usaha.

Kata Kunci: Analisis Bisnis, SWOT, Matriks TOWS & Bussiness Model Canvas dan Strategi Pengembangan

BUSINESS DEVELOPMENT OF AKARA WATCH LEATHER WATCH USING THE BUSINESS MODEL CANVAS (BMC) METHOD

Written by:
Alvin Julian

Preceptor:
Gatot Iwan Kurniawan, SE., MBA., CRA., CSF

ABSTRACT

The manufacture and sale of products in the watch personality business currently has weaknesses in the ineffective production and marketing process so that this business still has very little income and cannot develop. The purpose of the analysis is to determine 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 descriptive qualitative method. The data used is primary data. Using Focus Group Discussion data collection techniques through in-depth interviews with business owners and partners.

Based on the business analysis that has been carried out, it is known that the watch personality root business must carry out an improvement strategy. The strategy that must be carried out based on the use of the two methods of the TOWS Matrix and Business Model Canvas (BMC) is that the strategy is that companies must create high-quality products and introduce them well to consumers through new marketing channels by creating offline stores or shops, creating digital marketing and implementing strategy determination. in the Key Resources segment block, namely adding physical and human assets and providing value based on Value Proposition maps by creating product updates (newness), good service (convenience), offering custom designs, and ease of access in purchasing products (accessibility). To carry out this development strategy, it is stipulated in company policy through the addition of business capital.

Keywords: Business Analysis, SWOT, TOWS & Business Model Canvas Matrix and Development Strategy

