

RANCANGAN BISNIS DENGAN *BUSINESS MODEL CANVAS*
PADA *JURAGAN VIDEOTRON*

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ABSTRAK

Laporan Kerja Lapangan ini membahas mengenai penerapan salah satu *Tools* strategi bisnis yaitu *Business Model Canvas* (BMC) pada sebuah bisnis pengadaan barang dan jasa pembuatan *Led Screen*. *Juragan Videotron* adalah sebuah bisnis yang bergerak pada bidang penjualan *Led Screen* yang meliputi layanan jasa pembuatan *Led Running Text* serta pengadaan *Led Videotron*. *Juragan Videotron* merupakan bisnis yang sudah beroperasi selama kurang lebih satu tahun lamanya. *Juragan Videotron* sudah mendapatkan beberapa *project* dalam pengadaan *led running text* dan *led videotron*. Selama bisnis berjalan dan *project* yang sudah dikerjakan, *Juragan Videotron* mendapatkan beberapa permasalahan serta kendala yang harus dihadapi. Masalah serta kendala tersebut meliputi tidak terpenuhi target pengadaan *led videotron*, *personal branding* dari *Juragan Videotron* yang belum dikembangkan, target pasar yang kurang tepat, pemasaran mengenai bisnis *Juragan Videotron* dan menghadapi persaingan dengan *competitor* yang sudah lebih dulu ada dalam bisnis serupa. *Business Model Canvas* (BMC) digunakan sebagai *tools* yang bertujuan untuk mengatasi dan menyelesaikan masalah-masalah yang ada dalam bisnis *Juragan Videotron*. Dengan menggunakan *Business Model Canvas* (BMC) sebagai alat untuk merancang, mengembangkan dan merealisasikan ide-ide yang ada bagi bisnis ini. *Business Model Canvas* (BMC) meliputi *customer segments*, *value propotions*, *channels*, *customer relationship*, *revenu streams*, *key resources*, *key activites*, *key partnership* dan *cost structure*.

Kata kunci: *Business Model Canvas*, *Led Screen*, *Juragan Videotron*

*BUSINESS DESIGN WITH BUSINESS MODEL CANVAS AT JURAGAN
VIDEOTRON*

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ABSTRACT

This Field Work Report discusses the application of one of the business strategy tools, namely the Business Model Canvas (BMC) in a business of procuring goods and services for making Led Screens. Juragan Videotron is a business engaged in the sale of Led Screens which includes the services of making Led Running Text and procurement of Led Videotron. Juragan Videotron is a business that has been operating for approximately one year. Juragan Videotron has secured several projects in the procurement of led running text and led videotron. As long as the business is running and the projects are being worked on, the Videotron skipper encounters a number of problems and obstacles that must be faced. These problems and constraints include not meeting the target for procurement of LED Videotron, personal branding from Juragan Videotron that has not been developed, inaccurate target markets, marketing regarding Juragan Videotron's business and facing competition with competitors who have already been in a similar business. The Business Model Canvas (BMC) is used as a tool that aims to overcome and solve problems that exist in Juragan Videotron's business. By using the Business Model Canvas (BMC) as a tool for designing, developing and realizing existing ideas for this business. The Business Model Canvas (BMC) includes customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships and cost structures.

Keywords: Business Model Canvas, Led Screen, Juragan Videotron