

Analysis Business Development
Through Approach Business Model
Canvas For Determine Strategy
Business Post Pandemiv (Case Study
Smartplus Training and Colsultant
Management)

By Muhammad Maulana

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Abstract. In 2020 Indonesia will experience a period of deflation or drop drastic in development the economy caused there is a COVID - 19 pandemic . At the moment this the Indonesian government does various policy for community and actors effort for restore return Indonesian economy . Destination from study this is for help analyze development effort in determine strategy the business post- pandemic through the canvas model business, as for results from research this show need existence changing targets and adding customer segments so that could increase the value proposition, namely change target revenue streams with optimizing revenue in sales , also adds to the customer segment obtained from online media, and with existence change key resources will change key activities, and to support development effort consultant this needed additional investment funds .

Keywords: Business Development ; Business Model Canvas; Strategy Business

Abstrak. Pada tahun 2020 Indonesia akan mengalami masa deflasi atau penurunan drastis dalam perkembangan perekonomian akibat adanya pandemi COVID-19. Saat ini pemerintah Indonesia melakukan berbagai kebijakan bagi masyarakat dan upaya para pelaku untuk memulihkan kembali perekonomian Indonesia. Tujuan dari penelitian ini adalah untuk membantu menganalisis upaya pengembangan dalam menentukan strategi bisnis pasca pandemi melalui bisnis model kanvas, adapun hasil dari penelitian ini menunjukkan perlu adanya perubahan target dan penambahan segmen pelanggan sehingga dapat meningkatkan proposisi nilai yaitu target perubahan aliran pendapatan dengan mengoptimalkan pendapatan dalam penjualan, juga menambah segmen pelanggan yang diperoleh dari media online, dan dengan adanya perubahan sumber daya utama akan mengubah kegiatan utama, dan untuk mendukung upaya pengembangan konsultan ini diperlukan tambahan dana investasi.

Kata kunci: Pengembangan Bisnis; Kanvas Model Bisnis; Strategi Bisnis

BACKGROUND

Based on data from the Central Statistics Agency (BPS), Indonesia experienced contractions growth economy in 2020 amounting to -2.07 percent . This causes the Indonesian economy in 2020 to experience deflation or a drastic decline because economic development in Indonesia has less stable movements. The changes that occurred were influenced by the Covid-19 pandemic (Kemenkeu).

At the moment this the Indonesian government issued various policy for community and actors effort for restore return economy in Indonesia. This thing because community and actors effort have important and strategic role _ in recovery economy , Various Business experience drop especially after existence policy Restrictions Social scale Big , thing This also has an impact on businesses engaged in consultant .

Business consultant is profession or run business _ with give good guidance _ for company nor for individual . Business consultant must could give knowledge good that soft skills nor hard skills and expected no only provide suggestions and feedback to company , but must also capable give solution on something problem.that faced by the company

After the pandemic this expected company could rise return for develop business his back . Development business carried out on existing businesses there is previously experienced _ drop dive not enough over 2 years to the back during the pandemic , so with existence development business this expected could create profit through development business with take advantage of markets and opportunities business , as well as for create field potential work , for the sake of company .

For Development business this required something strategy new for maintain business and develop medium business _ run . As one _ method in determine strategy business that will run needed analysis where is one the method is with analysis using a business model canvas.

THEORETICAL REVIEW

Business Consultant

If refer to the definition dictionary big Indonesian _ consultant means expert in give instructions , considerations , or advice in something activity like research , trade , and so on . By short , consultant can also be called advisor.

Company consultant that is companies engaged in _ _ services that can help our in between d a lam Thing strategy , operations , technology (IT), human resources, and marketing

Entrepreneurship

According to Tomas W Zimmerer (1996) entrepreneurship is an application process creativity and innovation in solve problem and find opportunity for repair life effort

Business Development

Development effort is ideas, activities , and initiatives , which have destination for make business more good , including increase revenue , growth in terms of business expansion, increasing profitability by building strategic partnerships, and making strategic business decisions.

Whereas according to Mangkuprawira state that Development is effort increase knowledge that may be used immediately or frequently for future purposes. Development is every effort to improve implementation current job _ nor will _ come , with give information. About things that affect attitudes or add proficiency .

Business Model Canvas

Business Model Canvas or BMC is a strategy in management in the form of a visual chart consisting of of the 9 elements of a business model this first introduced by Alexander Osterwalder in his book entitled Business Model Generation. In book that, Alexander tried explain a simple framework for present elements there are important in a business model. as for nine the elements in the business model canvas is as following:

a. Customer Segments

Customer segments are distinction group man or organization for determine the goal . For give satisfaction to customers _ needed segmentation in order to more focus in develop strategy business for segment customer certain in accordance with characteristics , habits and needs .

b. Value Propositions

Collection of products and services that can offered for Fulfill needs and requests customer . Value proposition provides score more created from various element like novelty , customization , design , brand , price , access and convenience .

c. Channels

Channel is a medium company build and weave connection for reach segmentation customer in provide value propositions.

d. Customer Relationships

For ensure continuity and success something business , need identified the relationship you want made in accordance with the segmentation . Customer Relationships are construction relationship and purpose get customer new , maintain old customer , offer product new to old customer .

e. Revenue Streams

How to do company for get profit from running business _ in accordance segmentation existing customers _ with sell product or service with suitable price _ or with method other . Revenue Streams or inflow of funds describe how company get money from each customer segment.

f. Key Resources

Source the power needed to be able to give score plus to customers and also considered as as company assets for support running business . _ Source power required _ determined in accordance with the business model carried out . Key Resources are description asset the most important thing success company in operate a business model .

g. Key Activities

is activity main thing to do in something company or organization . Activities in section this naturally is activities that can Becomes score more and more profitable.

h. Key Partnerships

For could optimize operational processes and reduce existing risk , company _ or organization usually shape connection buyer with suppliers. Key Partnerships are partner cooperation company in operation organization .

i. Cost Structure

Describe expenditure or cost required _ for operate something business . Expenditure the could with easy analyzed and calculated after determine key resources, key activities and key partners. Cost Structure is description all costs to be appear when operate running business model .

Strategy Business

Definition Strategy Definition strategy according to Private and Irawan namely " Strategy " is something priority plan _ for reach destination the (company)". But According Lawrence dan William yaitu "A strategi is unified, comprehensive, and integrated plan that relates the strategic advantages of the firm to the challengers of the environment and that is designed to ensure that the basic objective of enterprice are achived through proper execution by the organization"

RESEARCH METHODS

Method research on research this use method study descriptive. According to Sugiyono (2017:29) method study descriptive are : Method research conducted _ for knowing existence variable independent , good only on one variable or more (variable standing _ alone or variable free) without make comparison variable that alone and looking for connection with variable another .

RESULTS AND DISCUSSIONS

To be able to plan and carry out business strategies that will be carried out by smartplus training and consultants this , so first we will visualize the current business model through the business model canvas which consists of 9 interrelated elements, while the results of the observations based on the business model canvas approach are:

1

Customer Segments

The determination of Customer segments will have an impact on Revenue Streams that will be generated by the company and Customer segments currently in smartplus training and consultants these are:

Individual or company or prospective buyers who will buy or subscribe to smartplus training and consultants this , where divided into permanent buyers and non-permanent buyers, target buyers for smartplus training and consultant this is this is individual , or companies

1

Value Propositions

Value proposition is a determinant of success for smartplus training and consultant it's on the consulting business moment In order to continue to survive in the midst of competition between businesses similar consultant . As for the current Value proposition, it is related to quality materials and services offered and labor _ expert used _ in operate business consultant this , variation from service or Theory interesting product , availability _ service service consultant offered _ moment this , and availability access consumer for get products _ _ or service consultation offered _

1

Chanel

Channel is a medium for a company to build and establish relationships to achieve customer segmentation in providing a value proposition. Currently the method is being followed by smart plus training and consultants this is through online social media and providing contact numbers whatsapp business .

1

Customer Relationships

To ensure the continuity and success of a business, it is necessary to identify the relationship to be made according to the segmentation. In an effort to establish this relationship, what is currently being done by smartplus training and consultants this is with how to offer promotional programs for period certain

Revenue Streams

Revenue Streams or inflows of funds illustrate how smartplus training and consultants are earn money from each customer segment. Current income stream of funds smartplus training and consultants It's not like it used to be, but now it's income from sales product dropped drastically especially after pandemic so that it has an impact on income

Key Resources

Key Resources is an overview of the most important assets that determine the success of smartplus training and consultants in operating the business model. Currently owned by smartplus training and consultants Human resources are still very limited in number and channels marketing still _ limited

Key Activities

Key Activities in smartplus training and consultants are running activity in an effort to increase the value of the company. Currently smartplus training and consulting activities run promotional programs and pick up the ball to potential customers and consumers . _

Key Partnerships

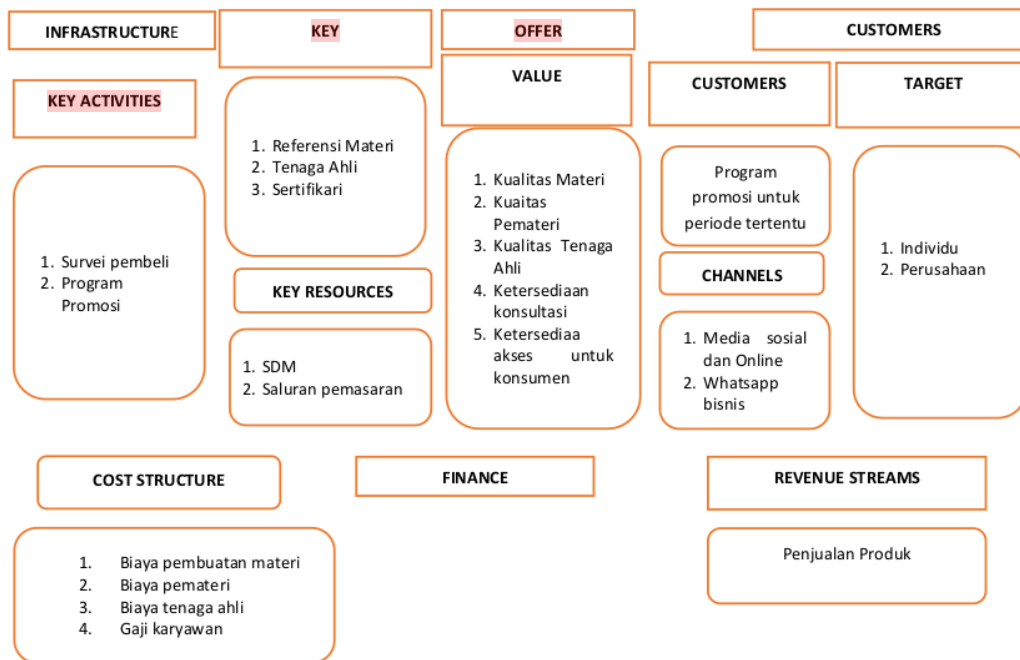
Key Partnerships is a cooperation partner of print media companies in the operation of the organization. Currently, with limited resources, the company continues to foster and maintain good relations between company partners, as for partners from smartplus training and consultants . are: Human resources from companies , individuals , presenters , professional experts in their fields .

Cost Structure

Cost Structure is a description of all the costs that will arise when operating the business model that is being run. In the midst of the company's decline in revenue, the

biggest burden today is costs planning training materials and personnel _ expert in the field for consultation , as well as the daily operational costs of the employees must work.

¹ A portrait of the nine interrelated elements in the approach The current business model canvas is summarized in the image below:

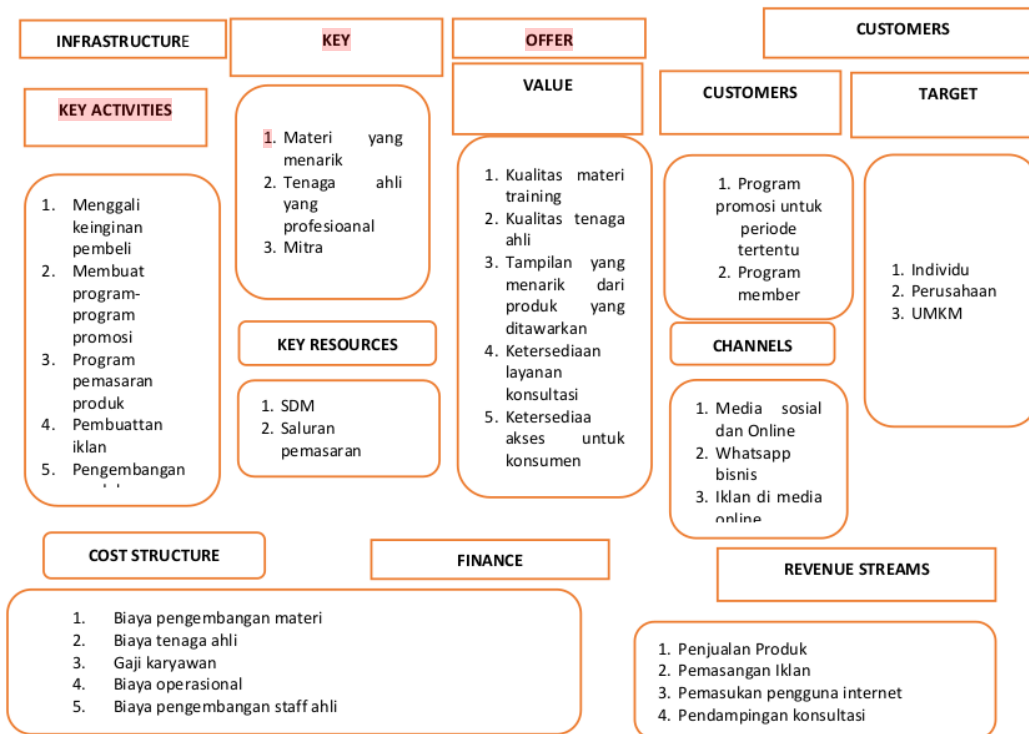


CONCLUSIONS AND RECOMMENDATIONS

1. Change of target and addition of customer segments must be conducted so you can increase the value proposition, namely by change the target of Revenue Streams by optimizing revenue on sale
2. Customer segment preferably plus , customer segment here that is customer or consumers obtained _ by smartplus training and consultant this through online media . Where is the impact of changing customer segments expected ? automatically change the way of establishing relationships and cooperation with

- consumers , because _ it requires changing Key Resources by adding sources power people and technology
- Changes made to the expected Key Resources will change Key Activities activities for the better by get Support from management. It is hoped that the changes in elements in this business model can spur changes in a more positive direction positive so that it can give a profit for the company.
 - a change in automatic In the smartplus business model elements, training and consultants are needed additional funds or additional investments so that development If the effort can be carried out optimally , and can obtain maximum results as well , then evaluation and control must be carried out every month.

The results of the enhanced Business Model can be seen in the image below:



SUGGESTION

- Change target on customer segments need conducted change because with the existence of changes in the external environment that cannot be prevented, and by looking at opportunities for technological change and the use of available resources at the time of this

2. After the post- pandemic, the point is this business can still continue, there are still many strategy business that can conducted for business consultant this is one of them with To do innovation training materials or innovations in marketing media product with create **a new market share in business** consultant with **based technology**

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