

ABSTRACT

The Indonesian economy has experienced rapid economic growth. The growth of the Indonesian economy can not be separated from the presence of cooperatives in Indonesia. Kisel as an employee cooperative has experienced an increase in revenue during the period of 2014-2015. However, during the same period there was instability in achieving the targeted Nett Profit. The financial statement in RKAP 2017 shows that the Sales and Channel business unit has contributed a large number of revenue for Kisel. As an Authorized Dealer, Sales and Channel has been highly competitive in selling and distributing product. To overcome this, it is necessary for Kisel to strengthen its business model.

This study aims to analyze the strengthening of the Kisel's business model that is applied to its Sales and Channel business unit through the Business Model Canvas approach by using the result from SWOT analysis evaluation that will show the recommended business model.

This research methodology used the combination method with the concurrent embedded model. Data collection was done by interviews, observations, and questionnaires which were given to three related parties that were chosen by purposive sampling. It was then mapped into the nine blocks of the Business Model Canvas. Furthermore, the evaluation was done using the Likert scale relating to the strengths and weaknesses, opportunities and threats.

Based on the interviews done with the sources mentioned above, it is indicated that the Sales and Channel had obtained the nine building blocks of the Business Model Canvas. The evaluation also showed that the Sales and Channel has strengths and weaknesses. In some building blocks, the evaluation showed high level of opportunities and threats. Therefore, putting in place a strategy is necessary to optimize Kisel's strengths and opportunities and to better anticipate future threats and weaknesses.

In general, Sales and Channel has a good and decently built business model. There are nine building blocks that are recommended to make changes in the form of additional recommendations on each block of Business Model Canvas that owned by Sales and Channel.

Keywords: Business Model Canvas, SWOT, Sales and Channel, Strategy