

ABSTRACT

R&D Shining Shoes is a service business engaged in shoe treatment based in Bandung and has several branches, among others in Jakarta, Tangerang, Bekasi, Yogyakarta, Surakarta, Banjarmasin, Denpasar. However, there are various problems both from inside and from outside, in the end lead to a lack of values offered. Therefore it takes an overview and guidance in order to drive the business. The design of a business model is a solution because it can map out, designing, and directing any components that can support shoe care business of R&D Shining Shoes. Design R&D Shining Shoes business model in this study conducted by the business model canvas approach.

he results of this study are the nine components of the business model of R&D Shining Shoes, which is the intended target market by R&D Shining Shoes. The value proposition offered is quality, price, packaging and services. Channel used is a channel of communication and distribution channels. Customer relations through consultation services, delivery order service, and warranty. Earned income stream derived from shoe care services. Resources must-have is the human resources, physical, intellectual, and financial. Partners who cooperate is a supplier of raw materials and cleaning supplies, as well as strategic alliances non-competitors. The main activities of R&D Shining Shoes is shoe treatment and marketing activity. The cost structure with details of the cost of equipment, raw material costs, direct labor costs, marketing costs, and operational costs.

Keywords: Business Model Canvas, Shoe Care Service, R&D Shining Shoes