

DAFTAR TABEL

Tabel 2. 1 Variabel SWOT.....	17
Tabel 2. 2 Klasifikasi Kriteria Kecendrungan.....	23
Tabel 3. 1 Daftar Responden.....	30
Tabel 3. 2 Identifikasi Kebutuhan Data	31
Tabel 4. 1 Business Model Canvas Atelier Prana.....	34
Tabel 4. 2 Customer Segment Atelier Prana.....	35
Tabel 4. 3 Demografis Customer Segment Atelier Prana.....	36
Tabel 4. 4 Psikografis Customer Segment Atelier Prana.....	37
Tabel 4. 5 Value Proposition Atelier Prana	37
Tabel 4. 6 Channels Atelier Prana.....	38
Tabel 4. 7 Customer Relationship Atelier Prana.....	41
Tabel 4. 8 Key Activity Atelier Prana.....	42
Tabel 4. 9 Key Resource Atelier Prana.....	43
Tabel 4. 10 Key Partnership Atelier Prana.....	45
Tabel 4. 11 Cost Structure Atelier Prana	46
Tabel 4. 12 Variabel SWOT.....	65
Tabel 4. 13 Klasifikasi Kriteria Kecendrungan.....	71
Tabel 4. 14 Strength and Weakness Proposisi Nilai	72
Tabel 4. 15 Opportunity Proposisi Nilai	72
Tabel 4. 16 Threat Proposisi Nilai	73
Tabel 4. 17 Strength and Weakness Biaya dan Pendapatan.....	74
Tabel 4. 18 Opportunity Biaya dan Pendapatan	75
Tabel 4. 19 Threat Biaya dan Pendapatan.....	76
Tabel 4. 20 Strength and Weakness Infrastruktur	77
Tabel 4. 21 Opportunity Infrastruktur	78
Tabel 4. 22 Threat Infrastruktur	79
Tabel 4. 23 Strength and Weakness Hubungan Pelanggan.....	80
Tabel 4. 24 Opportunity Hubungan Pelanggan.....	81

Tabel 4. 25 Threat Hubungan Pelanggan	83
Tabel 5. 1 Strength and Weakness Proposisi Nilai	84
Tabel 5. 2 Opportunity Proposisi Nilai	85
Tabel 5. 3 Threat Proposisi Nilai	86
Tabel 5. 4 Strength and Weakness Biaya dan Pendapatan.....	87
Tabel 5. 5 Opportunity Biaya dan Pendapatan.....	89
Tabel 5. 6 Threat Biaya dan Pendapatan.....	90
Tabel 5. 7 Strength and Weakness Infrastruktur	91
Tabel 5. 8 Opportunity Infrastruktur	93
Tabel 5. 9 Threat Infrastruktur	94
Tabel 5. 10 Strength and Weakness Hubungan Pelanggan.....	95
Tabel 5. 11 Opportunity Hubungan Pelanggan.....	97
Tabel 5. 12 Threat Hubungan Pelanggan	98
Tabel 5. 13 Kesimpulan Analisis SWOT	100
Tabel 5. 14 Rancangan Model Bisnis Eksisting Atelier Prana	106
Tabel 5. 15 Rancangan Model Bisnis Baru Atelier Prana	107
Tabel 5. 16 Demografis Customer Segment Atelier Prana	108
Tabel 5. 17 Psikografis Customer Segment Atelier Prana.....	109
Tabel 6. 1 Rancangan Model Bisnis Baru Atelier Prana	112