

## **ABSTRACT**

*The challenge of starting a new business is to find and understand the consumers they target are appropriate and interested in buying or consuming the products or services offered. Changes in the needs and desires of today's consumers are very diverse and rapidly changing, coupled with competition from competitors that already existed and are larger in size so that information in the profile of consumers served is an advantage for new businesses. Determining the value offered to targeted consumers requires a more accurate analysis so that there is a match between the value proposition of a new business and consumers who will consume it. This study wants to understand the profile of consumers associated with the value proposition offered in a new business tourist area Resting Sand Jambu (RAPJ) located in Ciwidey, Bandung Regency, under the ownership of a private company cooperative in Bandung. The result will be a link / fit map between the consumer profile and the RAPJ value map when the study was conducted.*

**Keywords:** *Value proposition, Value map, Customer profile, Startup business, Recreation are*