ABSTRACT

An entrepreneur in advancing business ventures to be sustainable in the long term, especially for SMES, must have high talent and knowledge in managing their business because not all MSME business actors have high talent in advancing their business ventures, because of the many market competitions. Of the many business actors who take advantage of the SMES development sector, the author will analyze the one that I consider to have the potential to become one of the leading startups in the SMES development sector, the start-up is LatihID. There are various aspects that the researcher analyzes, the point of which is how the characteristics of potential customers that LatihID has set as targets, whether based on behavioral analysis, where they live, or customer expectations in order to get the expected value. The results of this study can be concluded that the profile of consumers from LatihID wanting training using the application is that they want complete material, often upgrades, and easy to understand, more training sessions, not many advertisements so they can concentrate on learning, and want business simulation training for more improve the ability of consumers in the business

Keywords: Empathy Map, Customer Profile, Business Development