

## LIST OF CONTENT

ABSTRACT.....	1
VALIDITY SHEET.....	2
ORIGINALITY STATEMENT PAGE.....	3
PREFACE.....	4
LIST OF CONTENT.....	5
LIST OF FIGURE.....	10
LIST OF TABLE.....	12
LIST OF TERM.....	14
CHAPTER I INTRODUCTION.....	15
I.1    Background.....	15
I.2    Problem Formulation.....	20
I.3    Research Objectives.....	20
I.4    Benefits of Research.....	20
I.5    Systematics.....	21
CHAPTER II LITERATURE REVIEW.....	22
II.1    Literature.....	22
II.1.1    MSMEs.....	22
II.1.2    Business Models.....	23

II.1.3	BMC .....	23
II.1.4	Lean Canvas .....	26
II.1.5	SWOT Analysis.....	27
II.2	Previous Researchers .....	29
II.3	Method Comparison .....	31
CHAPTER III PROBLEM SOLVING METHODOLOGY .....		33
III.1	Design Systematics.....	33
III.1.1	Preliminary Phase.....	35
III.1.2	Data Collecting Phase .....	35
III.1.3	Data Processing Phase.....	35
III.1.4	Verification and Validation Phase .....	36
III.1.5	Closing Phase .....	36
III.2	Identify Integrated System Components .....	36
III.3	Final Project Limitations and Assumptions.....	37
CHAPTER IV COLLECTION AND PROCESSING OF DATA .....		38
IV.1	Collecting Data.....	38
IV.2	Design Specifications and Design Standards .....	38
IV.3	Design Process Existing BMC .....	39
IV.3.1	Existing Conditions of the Mie Ayam Bakso Sarangan Business Model .....	39
IV.3.2	Customer Segment .....	40

IV.3.3 Value Proposition .....	41
IV.3.4 Channels.....	41
IV.3.5 Customer Relationship.....	41
IV.3.6 Revenue Stream .....	42
IV.3.7 Key Resources.....	42
IV.3.8 Key Activites.....	42
IV.3.9 Key Partners .....	42
IV.3.10 Cost Stucture .....	43
IV.4 Mie Ayam Bakso Sarangan Existing Business Model Canvas.....	43
IV.5 Customer Data profile of Mie Ayam Bakso Sarangan.....	43
IV.5.1 Customer Jobs .....	44
IV.5.2 Customer Gains.....	47
IV.5.3 Customer Pains .....	48
IV.5.4 Customer Profile Mie Ayam Bakso Sarangan.....	49
IV.6 Business Model Environment .....	50
IV.6.1 Market Forces.....	51
IV.6.2 Industry Forces.....	53
IV.6.3 Key Trends .....	54
IV.6.4 Macro Economic Forces .....	55
IV.6.5 Business Model Environment Mapping.....	57
IV.7 Design process SWOT .....	59

IV.7.1	SWOT Analysis of Value Proposition.....	59
IV.7.2	Revenue Stream/ Cost Structure SWOT Analysis .....	60
IV.7.3	Infrastructure SWOT Analysis .....	61
IV.7.4	SWOT Analysis of Customer Interface.....	62
IV.7.5	Calculation of SWOT Analysis Weight and Score.....	64
IV.7.6	SWOT Matrix and Proposed Strategic Value Propositions for Mie Ayam Bakso Sarangan.....	76
IV.7.7	SWOT Matrix and Proposed Strategic Cost/ Revenue for Mie Ayam Bakso Sarangan.....	77
IV.7.8	SWOT Matrix and Proposed Strategic Infrastructure for Mie Ayam Bakso Sarangan.....	79
IV.7.9	SWOT Matrix and Proposed Strategic Customer Interface for Mie Ayam Bakso Sarangan.....	80
IV.8	Design Value Proposition Canvas .....	82
IV.8.1	Pains Relievers .....	83
IV.8.2	Gains Creators .....	83
IV.8.3	Product and Service.....	84
IV.9	Fit Customer Profile with Value Proposition.....	85
IV.10	Design of Proposed Business Model Canvas .....	85
CHAPTER V ANALYSIS.....		88
V.1	Verification of Design Results.....	88

V.2	Validation of Design Result.....	88
V.3	Analysis and Plan of results .....	90
CHAPTER VI CONCLUSIONS AND SUGGESTIONS.....		92
VI.1	Conclusions .....	92
VI.2	Suggestion .....	93
REFERENCES.....		94
ATTACHMENT .....		96
Attachment 1 – Interview Result.....		96
Attachment 2 – Table SWOT .....		98
Attachment 3 – Customer profile result .....		101