ABSTRACT

This research discusses the analysis of designing the Tel U Store Business Model Canvas (BMC), Tel U Store is a store that provides a variety of official Telkom University merchandise. The main purpose of establishing Tel U Store is to encourage the spirit of entrepreneurship, commercialization of innovative products, and become a testing ground for the innovation of researchers and innovators at Telkom University. However, the current business model has not encouraged the entrepreneurial spirit and shows the existence of several challenges such as the lack of promotional activities, limited human resources, inefficient recording system, limited exclusive products, lack of efforts to maintain old customers, and limited distribution. The current business model has not reached the entrepreneurial spirit of all Telkom University students, only FIK students.

This research involved three resource persons who have an important role in providing information related to operations and development at the Tel U Store. The research used is a descriptive qualitative approach. In this context, the qualitative paradigm was chosen to understand more deeply about the management of the Business Model Canvas (BMC) at Tel U Store, especially in relation to the identification of strengths, weaknesses, opportunities, and threats (SWOT). The data obtained includes primary data in the form of interview results and secondary data in the form of internal Tel U Store information. This research describes the facts found in the field systematically and factually, which are then analyzed to draw conclusions.

Based on the results of the research and discussion that has been presented, the purpose of this study is to analyze the elements of the Business Model Canvas (BMC) that exist in Tel U Store then identify the main obstacles and challenges faced by Tel U Store in its management and then conduct a SWOT analysis of the Business Model Canvas (BMC) to design an optimal BMC business model for Tel U Store to improve its performance and competitiveness.

Keywords: Business Model Canvas (BMC), SWOT analysis, Tel U Store.