

STRATEGY MANAGEMENT IN ENTREPRENEURSHIP THROUGH BUSINESS PLAN CANVAS MODEL ON KIRAN GALERY

Desi Rahmawati

Universitas Tulungagung

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Correspondence Address:
desirahmawati.unita@gmail.com

Abstract : With strategic management implemented through the Business Plan Model Canvas (BMC), it is hoped that sales can be increased. Apart from that, market research can also be carried out to evaluate the products offered by consumers with various types of desired needs. The method used, namely marketing carried out in various application media, both online and offline, can help sales remotely, and the products can be better known. They can increase sales income and facilitate online and offline sales.

The results of increasing sales prove that the marketing strategy implemented can be developed and maintained both online through various applications and offline through door-to-door and outlet sales.

INTRODUCTION

In entrepreneurship, a company, whether small, medium, or large, definitely needs strategic management. This aims to guide the direction of an entrepreneur in achieving long-term goals, as well as to help adapt when competitors emerge—creating more effective and efficient entrepreneurial performance. With excellent and appropriate strategic management, business performance will be able to improve through the formulation of proper plans so that it can achieve long-term goals. A business will be able to optimize the use of available resources and increase efficiency in operations. A business plan itself is a written document created to protect all information regarding the business that will be run.

There are many things that an entrepreneur must pay attention to when preparing a Management Strategy, especially regarding the Business Plan Model Canvas. Business plan model Canvas is a management framework created to design a business strategy that will be implemented with nine (9) business model blocks, namely:

1. Consumer Segmentation (Customer Segments) where an entrepreneur must determine which consumer segments will be his target

2. Consumer Value Proposition (Value Proposition), namely what benefits will be obtained if consumers use the product services we offer
3. Channels: What means or media will we use to convey products or services to consumers?
4. Sources of Income (Revenue Streams), namely where the source of income will be obtained from the business.
5. Resources (Key resources) are a list of resources that our business should have to realize the value proposition, have appropriate resources to support business development, and remain competitive.
6. Consumer Relations (Customer Relationship), namely how to establish communication or relationships with consumers.
7. The activities carried out (Key Activities) are those that describe all activities related to the business to produce value propositions and critical activities.
8. Collaboration (Key Partnership) contains a list of resources originating from outside the business or externally that are needed to achieve and support business activities.
9. Cost Structure means that in this block, you have to map the costs for business operations according to the value proportion that was created in the first step, so you have to be able to manage finances efficiently so as to minimize the risk of losses and unhealthy entrepreneurial financial conditions. So with this, Kiran Galery, in carrying out its activities, can refer to these nine elements, so an entrepreneur like Kiran Galery in Tulungagung must pay attention to the nine elements of a canvas model business plan. Apart from the nine canvas model business plans, they must also pay attention to the following things:

Developing a strategic vision and mission, as well as clarifying objectives related to the Business Plan Canvas Model, and Identifying direction and goals that entrepreneurs must set clear and realistic goals. Gathering and analyzing information to develop a business plan so that it is right on target, Implementing business strategies, as well as evaluating the effectiveness of the methods that have been used

So with the strategy used by Entrepreneurs in this case, Kiran Galery is beneficial in developing their business, which has mapped out all its activities through the canvas model business plan, which starts by making:

1. Create a business vision and mission with a business plan model. Clear goals as a business profile
2. Convey information about Kiran Galery batik products to consumers through online marketing using Instagram, WAG, and Facebook, opening marketplace shops and also offline through direct sales in door-to-door shops, entering retail and reseller markets.
3. Design a business plan canvas model that suits the daily activities of Kiran Galery batik products, namely, Kiran Galery's entrepreneurial partners and resources,
4. Distribution channels to make it easier for consumers to carry out transactions and collaborate in business
5. Maintain relationships with customers through product offerings that must have value
6. Make the required financial allocations
7. Creating products according to consumer needs
8. Collaborate with partners from the raw materials obtained to production and sales
9. Can provide feedback or feedback from sales made.

By implementing solutions through the strategy used with the business plan canvas model, Kiran Galery is expected to be able to create products that are constantly developing and can increase sales in the future.

IMPLEMENTATION AND METHODS

The location for this activity is carried out at Kiran Galery, which is located at Jl.I Gusti Ngurah Ray II, No.17 H, Bago, Tulungagung District, Tulungagung Regency, East Java, 66218.

In implementing this activity, namely, Strategic Management carried out by Kiran Galery in entrepreneurship is through the Business Plan Canvas model, in order to develop its business to be more advanced and increase sales as well as to achieve business goals at Kiran Galery. The method in this activity is Entrepreneurial Strategy Management through the Business Plan Model canvas. One of the ways that can be used is market research, which is carried out through interviews, surveys, product tests, discussion groups, and so on, which is carried out internally and externally with people who have expertise in their fields in order to get the correct information.

RESULTS AND DISCUSSION

The results of the activities carried out in this activity are using online and offline applications as a form of business to increase sales and achieve goals. Online activities are in the form of Instagram, Wag, and Facebook, while offline activities are done door-to-door and by opening outlets at home. With the strategy used through the canvas model business plan, it is hoped that the business can continue to exist and develop because many competitors have similar firms; we must be able to analyze the strengths and weaknesses of our competitors as input for our own business to determine the next steps forward.

The elements that need to be considered in the business plan canvas model (BMC) are:

1. Who are our customer segments?
2. to see the value of the products offered
3. as well as the communication channels used
4. Maintaining good relationships with customers
5. Income stream
6. As well as the fee structure

With the elements that we know, we will know at what point in the product cycle we are so we can determine management strategies for dealing with this situation.

The product cycle has several stages, including:

1. Introduction Stage
2. Growth Stage
3. Maturity Stage
4. Decline Stage

To find out how a business is progressing from the introduction stage to the growth stage, it is necessary to pay attention to the above so that the company can continue to develop and go according to the vision and mission objectives at Kiran Galery.

Apart from that, there is also a need for Market Research as a form of evaluation of the performance that has been carried out, namely:

1. To find out market conditions
2. To understand competitors' maneuvers
3. To determine a more effective marketing strategy

4. To find out the performance of a product
5. To understand consumer behavior
6. To estimate future market conditions

In this way, market research can help determine the following strategy and develop a business that is more advanced than before. Market research can help make informative business decisions, understand customer needs and preferences, determine the right price, and determine market gaps. Apart from that, it also helps monitor existing competitors and realize new entrepreneurial industry trends so that it can ensure long-term business success and growth. Another benefit that can be obtained is being able to know consumer needs to get data that can eliminate bias and assumptions so that it can help entrepreneurs create and develop products that can meet consumer expectations.

Market research is carried out to find suitable target markets for marketing products and to enable products that will be marketed for future product evaluation and development to be known online. Market research can be categorized into two (2) types of research, namely primary market research and secondary market research.

Below are the types of products available at Kiran Galery:

Table 1: Kiran Galery Batik Production Results

No.	Product name	Price	Unit Rp
1.	Ecoprint Batik a. Cloth b. Dress c. Shirt d. Bag e. Shoe f. Wallet g. Mukena	>100,000 to 300,000 >150,000 to 350,000 >75,000 to 150,000 >200,000 to 500,000 >200,000s/d750,000 >150,000s/d400,000 >200,000 to 400,000	Rupiah
2.	Shibori Batik a. Cloth b. Shirt c. Dress d. Dater	>75,000 to 150,000 >75,000 to 150,000 >150,000 to 350,000 >100,000 to 200,000	Rupiah

Data Source: Kiran Gallery

Where the marketing area is carried out within the region and outside the region, even abroad, because there are customers who work as migrant workers abroad, such as Malaysia and Taiwan.

In this way, market research can help determine the following strategy and develop a business that is more advanced than before.

CONCLUSIONS AND RECOMMENDATIONS

The conclusions that can be drawn from this activity are as follows

1. With strategic management implemented through the Business Plan Model Canvas (BMC), it is hoped that sales can increase
2. The market research carried out can evaluate the products offered by consumers with various types of desired needs
3. Through marketing carried out in different application media, both online and offline, it can help sales remotely, and the products can be better known and can increase income in sales/
4. It makes selling online and offline easy

Suggestion :

1. Kiran Galery's business must be able to maintain, develop, and pick up the ball in marketing and selling its products through online applications.
2. You must remain alert to the existence of similar competitors so that your production results can be further developed.
3. Always up to date in developing designs, patterns and colors in production.

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