

Perbaikan model bisnis dan proses pemasaran pada usaha mikro: studi kasus butik kelambu = Improvement of business model and marketing process in micro business a case study of butik kelambu

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Abstrak

Proses business Coaching bertujuan untuk memaksimalkan potensi pribadi dan profesional dari pemilik usaha dengan proses stimulasi dan eksplorasi pemikiran serta proses kreatif. Pada pelaksanaan business Coaching kali ini Coach beserta Coachee akan memperbaiki model bisnis dan proses pemasaran pada usaha mikro bernama Butik Kelambu yang menjual berbagai macam produk kelambu. Proses yang dilakukan adalah dengan memecahkan permasalahan sistem kerjasama produksi dan jalur distribusi yang dihadapi Butik Kelambu. Hasil yang didapatkan setelah pelaksanaan business Coaching adalah penyusunan strategi kerjasama produksi dengan produsen kelambu di dalam negeri dan rancangan hybrid distribution channel yang meliputi toko offline, media social dan sistem reseller.

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Business coaching process aims to maximize personal and professional potential of business owners through stimulation, idea exploration and creative process. In this implementation of business coaching, Coach and Coachee will improve the business model and marketing process of micro-sized business named Butik Kelambu that sell various mosquito-net products. The process is carried out by solving the problems faced by Butik Kelambu such as strategy of production and distribution channels. The results obtained after business coaching process are the design of cooperation strategy with mosquito-net manufacturers based in Indonesia and the hybrid distribution channels in form of an offline store, social media and reseller system.