

# MANAJEMEN STRATEGIK (MAGIK): “KAJIAN CANVAS BUSINESS MODEL (CBM)”



RUANG MAHASISWA  
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# CANVAS BUSINESS MODEL: TIKET.COM



Source: Edgar-Hendratmo-Yohandi-Junita  
PPA UNTAR 2019/2020

BUSINESS MODEL CANVAS " LinkAja "				
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segment
<input type="radio"/> Asuransi <input type="radio"/> E-voucher <input type="radio"/> E-commerce <input type="radio"/> Edukasi <input type="radio"/> Games & Hiburan <input type="radio"/> Internet & Komunikasi <input type="radio"/> Kesehatan <input type="radio"/> Lembaga Financial <input type="radio"/> Food & Beverage <input type="radio"/> Tagihan <input type="radio"/> Retail <input type="radio"/> Transportasi	<input type="radio"/> Penggunaan QRIS dalam transaksi pembayaran <input type="radio"/> Tarik Tunai di ATM (Mandiri, BNI, BTN, dan BRI) <input type="radio"/> Transfer ke sesama pengguna / rekening bank <input type="radio"/> Fitur fasilitas berbagi (Amal)	<input type="radio"/> e-Wallet <input type="radio"/> Platform yang memadai (pemegang saham BUMN yang sudah ternama) <input type="radio"/> Relasi BUMN untuk mencapai sektor publik	<input type="radio"/> Diskon dan promo <input type="radio"/> Kemudahan isi ulang <input type="radio"/> Menyediakan pembayaran untuk sektor public (BPJS, Pajak, Transportasi umum, Listrik dll)	<input type="radio"/> Masyarakat Perkotaan <input type="radio"/> Pengguna Smartphone <input type="radio"/> E-commerce <input type="radio"/> Pengguna angkutan umum
	<b>Key Resources</b> <input type="radio"/> Aplikasi yang user friendly <input type="radio"/> Jaringan Koneksi <input type="radio"/> Brand image LinkAja "Dari & untuk Inonesia"		<b>Channels</b> <input type="radio"/> Pemberitaan (news) <input type="radio"/> Appstore IOS & Android <input type="radio"/> Media Advertisement (Radio, TV, Social Media, Banner, papan billboard)	
<b>Cost Structure</b>			<b>Revenue Stream</b>	
<input type="radio"/> Biaya Development & Maintenance IT <input type="radio"/> Biaya Promosi & Advertising <input type="radio"/> Biaya Operational perusahaan			<input type="radio"/> Fee dari kerja sama merchant <input type="radio"/> Investasi financial	

Source: Ivan- Ariani- Nathania- Frederick PPA UNTAR 2019/2020



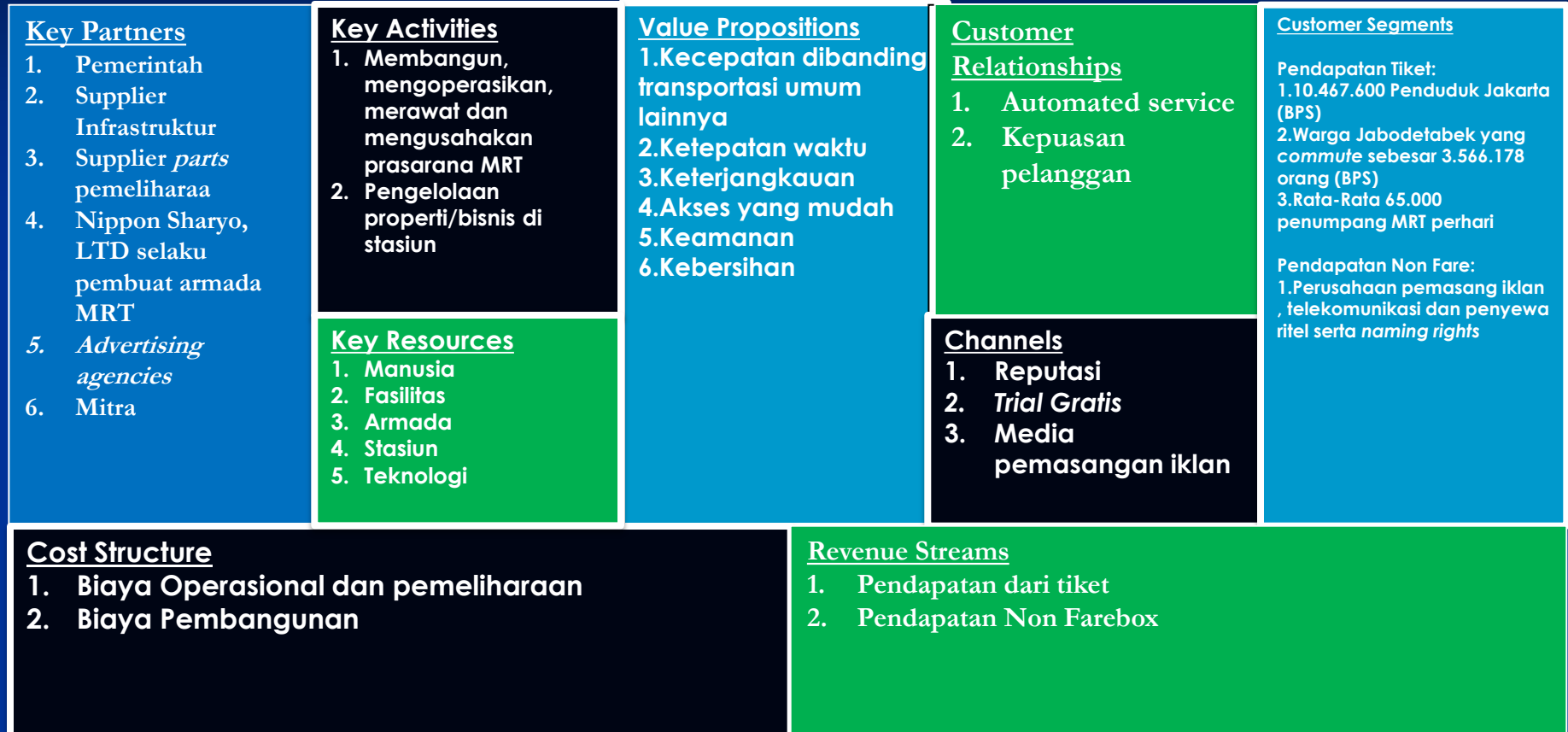
# Canvas Business Model: GRAB



Source: Elyzabeth- Mei Lie- Valent- Grace PPA UNTAR 2019/2020



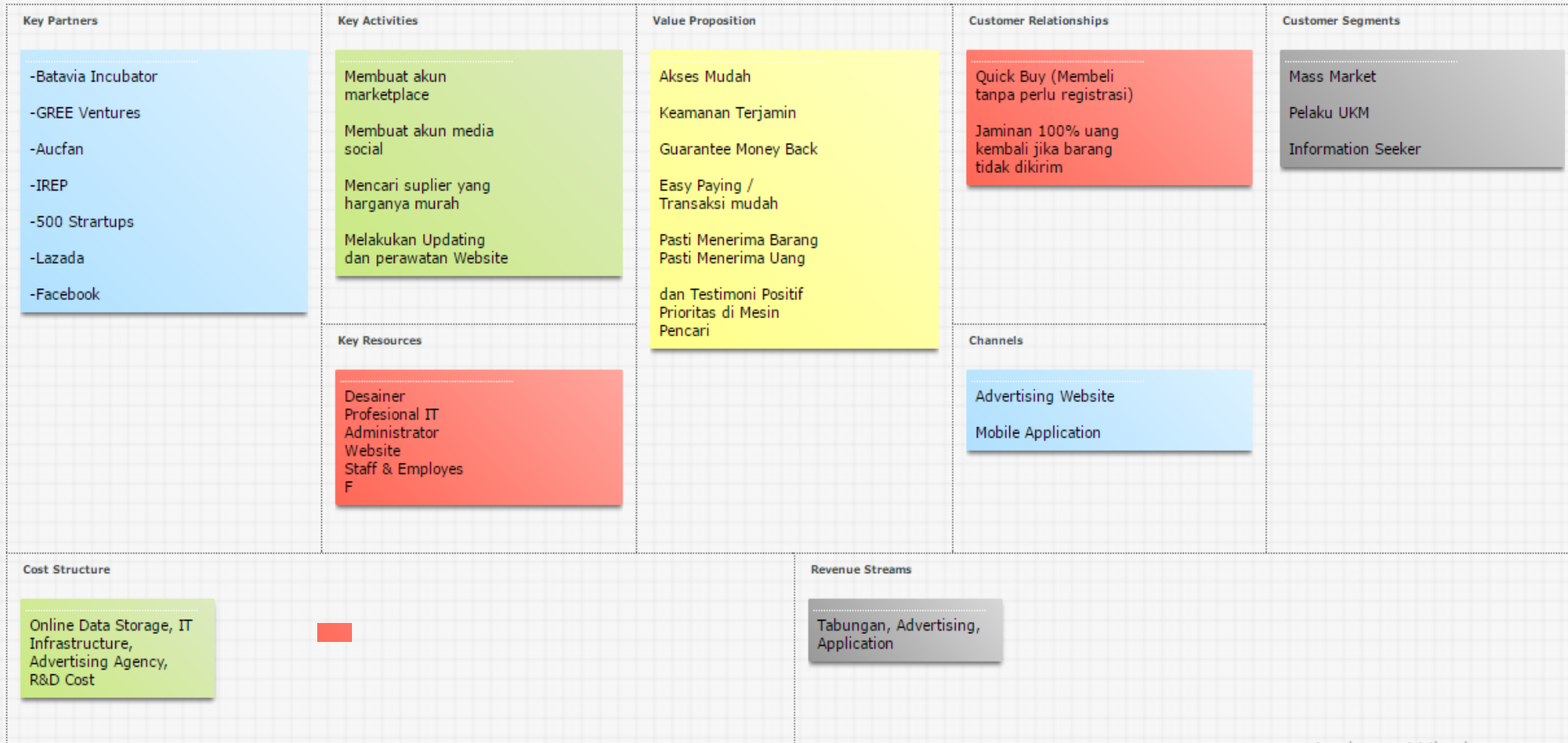
# CANVAS BUSINESS MODEL: MRT



Source: Alvin-Andreas-Dedy-Hasri-Leonard PPA UNTAR 2029/2020



# Business Model Canvas Bukalapak



Activate Windows

Source: Alvin V- Frans-Bong-Kristiani PPA UNTAR 2019/2020

**TERIMA KASIH**

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