

Analysis of business development using a business model canvas approach

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ARTICLE INFO

Article history:

Received Dec 29, 2022

Revised Jan 24, 2023

Accepted Jan 30, 2023

Keywords:

Business Model Canvases;
Carita Wedding Organizers;
SWOT Analysis.

ABSTRACT

The purpose of this study is to analyze the development business with Business Model Canvases approach of Carita Weddings Organizer at Bandung. The method of this study used descriptive qualitative method. Process acquisition data conducted with interviewed with owner and employee Carita Weddings Organizer. The results of this study proved that Carita Weddings Organizer already own framework nine element Business Model Canvases (BMC) which becomes reference in operate business, however there is still lack in optimizing BMC which where researcher adopt analysis SWOT (Strengths, Weaknesses, Opportunities, and Threats) for analyze development business with approach business Model Canvases of Carita Weddings Organizer at Bandung.

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1. Introduction

Growth industry creative in Indonesia known since case monetary hit total country in Asia Southeast. Lots industry creative which start grow specifically in Indonesia. But still many Public which understand will industry creative. Along walk era, in a manner slowly start many activity business as well as its moldy efforts small, medium nor effort scale big which grow in Indonesia. And in Thing this, industry creative could classified with products which for sale that is form goods and service. In Indonesia alone industry creative which start body and develop is wedding organizer. Weddings Organizer is an organizer event wedding. Activity which conducted aim for obtain profit from second split party, good from party organizer nor which present moment event going on. Making draft in wedding organizer also must different with draft wedding organizer other, because a wedding organizer must own creative idea which own score sell and brands image which good (Ferdiansyah, 2016).

In Indonesia alone a wedding no only as event which sacred and holy but every people also want to have wedding which fluent without lack none (Ferdiansyah, 2016). Weddings Organizer is somebody or a company which help in planning and organize party wedding in day ongoing event, for example as arrange vendors and manage nominal money which must be prepared by client for party her marriage. The opening gap effort service Weddings Organizer because exists change culture and style life as well as ability financial. Lots life City which affect behavior consumer the more busy and often no own time many in fulfil need life styles they, so that Public choose something Thing which instant and can fulfil need secondary. Development level well-being and style life part Public also already increase and more like practicality (Febriani & Dewi, 2019). From change style life Public the own opportunity big for build business, so that opportunity big build something business for fulfil need market/consumer.

For companies in country develop and country proceed, model business which there is usually designed for develop innovations for customer with income excess. Model business is framework applied in

company for operate company which make company could endure corresponding with need era. Besides that there is model business in something company also could make it easy the planner and taking decision in the business. Model business could worn for test consistency connection between its components and could used for help test market when develop product goods or service (Nurrohman, 2019).

With the more increase Weddings Organizer make total effort service this have competition between WO which no could avoided. Besides must compete between business, Weddings Organizer also must can endure so that business could walk in period long scalable and profitable. From many WO which there is in Bandung moment this, a WO of course must own a superiority competitive and value proposition in face competition between WO. A company could not walk maximum if no own and interpret model business which appropriate because model business could used as reference in make strategy business (Jackson, 2015). Naturally model business on every effort Certain different the practice.

On case business which researcher take that is Carita Weddings Organizer, Carita Weddings Organizer is effort which move in field service planning as well as organizing a event good event wedding nor which other, stand up since 4th November 2019 in Astana Anyar Bandung. Carita Weddings Organizer focus on 2 thing as wedding planner and wedding organizer. Weddings planner and wedding organizer is service organizing for event wedding, good in planning nor on day wedding going on until with he finished event. Task Carita Weddings Organizer is help candidate client from start prethe tion event, help find vendors like building or hotel the place ongoing event reception wedding, catering, salon and bridal, decor, invitation until organize whole party which involved in event start from candidate bride, family, location, vendors and filler event, including Settings timetable meetings and rehearsal clean moment day ongoing event.

Wrong one strategy which owned by Carita Weddings Organizer which different with WO other that is channels marketing with use affiliate wedding. Affiliate wedding this conducted To use for reach market so that equally so that segmentation and positioning appropriate target. Affiliate wedding this work with the freelancing which will recommend Carita Weddings Organizer as holder event to candidate client. From here, naturally model business very needed for continuity which is source main from superiority competitive. By because that with exists model business canvas can more structured and also directed fiber measurable for development business Carita Weddings Organizer. housekeeping and assessment repeat to model business something company is Business Model Canvases. Business Model Canvases (BMC) is tool which promising for support modify or create model business new with speed which more appropriate.

Carita Weddings Organizer is something effort which move in field service planning as well as organizing an event good event wedding nor other, stand up since date 4 November 2019 in Bandung. Philosophy name Carita Weddings Organizer is started from meaning from say Carita so that owner as well as founding father from Carita Weddings Organizer such as King Body want to effort this could own many benefit which could enjoyed by who just as honey.

Carita Weddings Organizer focus on 2 thing as wedding planner and wedding organizer because on basically wedding is moment which sacred and look forward to by all human which has find complementary his soul. In realize wedding the, desire from candidate bride no could equated. There is candidate bride which want to wedding very simple with only come to KUA without exists reception which no need budget too many and affairs wedding which more complex. However, there is also candidate bride which want to her marriage more rousing with budget which customized. In process fulfil desire the, candidate bride sometimes need people other as party which help organize it. Thing this because no exists time for they in look after prethe tion or no exists knowledge which more wide in affairs wedding so that Carita Weddings Organizer want to together help candidate bride nor family big for prepare everything with good.

Weddings Planner and Weddings Organizer is service organizing for event wedding, good in planning nor on day wedding going on until with event finished. Task of Carita Weddings Organizer is help candidate bride from start prethe tion wedding, help find vendors as building or hotel the place ongoing event reception wedding, catering, salon and bridal, decor, invitation, until organize whole party which involved in party wedding start from candidate bride bride, family, location, vendors and filler event, including Settings timetable meetings and rehearsal clean on moment day ongoing party wedding.

Carita Weddings Organizer have motto that is "Serve with Heart". Motto the very reflect dedication Carita Weddings Organizer to customer for give service which satisfying and with heart. Carita Weddings Organizer always notice every need candidate bride and family in a manner professional, details, and detail so that candidate bride no need confused for prepare all need which needed.

Previous research Wijaya (2019) shown the result that research object has all elements of Business Model Canvas, but there is still something that needs to be improved or developed again from the nine elements that are owned. Different with that, Ermaya (2019) shown the result that Business Canvas Model can be applied well in this business and the strategy used is the Turn strategy around.

The application of the Business Model Canvas in Indonesia is still relatively new in comparison with several other business strategy management models (Ermaya, 2019). Therefore, this research intended to describe the business model and produce a transformation design business model using the Business Model Canvas approach. Benefits from Business Model Canvas is to describe quickly what an idea requires. Enabling business owners to understand the process required to make the connection between your idea and making it into a good business.

2. Research Method

The Method of this study used qualitative method and descriptive approach. There is three type source data in study this that is person, paper, and place. The source of the main data in study qualitative are words and action which got from informant through interview, the rest is addition as document and other other. For get data and information so informant in study this determined in a manner purposive or on purpose where informant has set previously on Carita Weddings Organizer at Bandung.

This study conducted in Carita Wedding Organizer, Bandung, for formulate the analysis development effort. With use analysis SWOT and nine element Business Model Canvases (BMC), conducted study for look condition internal and external company use analysis SWOT which applied in BMC Carita Weddings Organizer, Bandung to face the competition. The purpose of using nine element of Business Canvas Model is to know the SWOT owned by Carita Wedding Organizer and fixed the weakness and threats with the proposed strategy.

The research data is obtained from Carita Wedding Organizer Owner, Employee of Carita Wedding Organizer and customer that have used Carita Wedding Organizer service through interview with researcher. The resulting data is in the form of interview results which show Strength, Weakness, Opportunity and Weakness which can be used as a basis for improving company performance and decision making for fix some problem.

3. Results And Discussions

3.1 Identification Carita Weddings Organizer with Analysis SWOT

Analysis SWOT is method planning business which used for evaluate strength, weakness, opportunity, and threat which involved in something project or in do business. Analysis SWOT could help company in reach profit and could identify weakness which there is in something company (Akbar, 2018). From results study which has conducted, Carita Weddings Organizer applied analysis SWOT as following:

a. Strength

Is strength which there is on company. strength which there is on Carita Weddings Organizer own 20 team selected which corresponding with qualification which still aged average 20–25-year, purpose from exists team which still aged young is because on age the still own spirit tall in work. Besides that, exists project manager which responsible answer on event the. Carita Weddings Organizer own team creative and content creator which on duty in draft event until making content. strength Carita Weddings Organizer according to client is service best Carita Weddings Organizer which make client feel satisfied with whole service which given, besides that whole team responsible answer full During event going on.

In tune with theory strength business which put forward by Grab it that in analysis this every company must capably evaluate strength and weakness compared competitor in where strength must more superior which could be utilized in fill in segmentation market which more quality (Rangkuti, 2014). In Thing the Carita Weddings Organizer superior in program affiliate wedding which naturally more superior from competitor. Affiliate wedding Becomes strategy in reach market wider again in where the freelancing which will recommend Carita Weddings Organizer as holder event to candidate client.

b. Weaknesses

Is weakness from something company moment this. On Carita Weddings Organizer own weakness that is not yet once follow event exhibition wedding. Event the very urgent because with exists exhibition wedding so could reach market wider and many known by candidate client until interested candidate client. Besides that, weakness Carita Weddings Organizer which originate from team with status student Becomes a little hindrance for time coordination between team or management time moment meeting. Results from interview wrong one client which state that weakness Carita Weddings Organizer which until moment this not yet own website official for accessed by candidate client so that candidate client still there is which complained not enough channelled offer information by Carita Weddings Organizer. Every company should own website official so that consumer easier in access information latest about company the.

In tune with theory weakness according to song which state that weakness in company or organization which own limitations or lack in Thing source, Skills as well as ability which could Becomes barrier for walk performance company or organization (Siagian, 1995). In theory the Carita Weddings Organizer there is hindrance in ability and performance that is not yet once follow exhibition wedding until status team which influential urgent in company.

c. Opportunities

The opportunity for company for develop in period which will come. Opportunity which there is on Carita Weddings Organizer that is exists package customize so that candidate client could choose package corresponding with budget which owned but Carita Weddings Organizer also will give promo interesting on day warning certain with purpose for interesting candidate client in use service Carita Weddings Organizer. There is connection good with partners vendors which later will give impact good to Carita Weddings Organizer that is with exists recommendation use service Carita Weddings Organizer to candidate client. Besides that, Carita Weddings Organizer also always involve client in determination draft event and give recommendation vendors for working event so that satisfaction client permanent awake moment implementation event wedding.

Opportunity can interpret as situation environment which profitable for something company wrong only one is connection good with consumer. There is connection good with consumer will make consumer loyal to something company or organization (Siagian, 1995). Thing the also conducted by Carita Weddings Organizer which always involve client in determination draft for grow flavor believe to Carita Weddings Organizer as executor event wedding and also give satisfaction to every client.

d. Threats

Is threat for company which come from outside company and could Becomes threat in period which will come. On Carita Weddings Organizer which Becomes threat is client which recommend vendors which not yet once work same with Carita Weddings Organizer so that Carita Weddings Organizer must know how performance from vendors new the. Satisfaction client is priority from Carita Weddings Organizer although still many competitor or competitors new with price which more low from Carita Weddings Organizer.

Threat in company can just happen in field which consists from entry competitor new, client which own sensitivity to ratio price so that possibility big could move to competitors as well as competitors which own range wider in interesting candidate client (Siagian, 1995). in tune with theory the in where Carita Weddings Organizer own threat in Thing competition price which cheaper with competitors new which resulted possibility big candidate client more interested on price which cheaper so that Carita Weddings Organizer must strengthen again opportunity and strength which there is in Carita Weddings Organizer.

3.2 Identification Carita Weddings Organizer with Business Model Canvases (BMC)

Business Model Canvases on Carita Weddings Organizer will explain in nine elements like covers customers Segment, Value Proposition, Channels, customers Relationships, Revenue Streams, key Activity, key Resources, key Partnerships and cost Structure. From a number of elements, the exposed that how a business look for consumer, and intertwine connection good with consumer and give service which make it easy consumer obtain product goods or service which offered. In model this also discuss about channel or cooperation Carita Weddings Organizer with organization business other

Business Model Canvases (BMC) is draft model business which displayed in one sheet canvas. Business model this also could made as tool for describe, in menganalisa and designing a business on something company. Model this is something description for describe base thinking about how something organization could create, give, and catch score. BMC containing map nine element which covers customers Segment, Value Proposition, Channels, customers Relationships, Revenue Streams, key Activity, key Resources, key Partnerships and cost Structure (Setyorini & Rey, 2017).

Table 1. Results Analysis Business Model Canvas (BMC) On Carita Weddings Organizer

<i>Key Partnerships</i>	<i>Key Activities</i>	<i>Value Proposition</i>	<i>Customers Relationships</i>	<i>Customers Segment</i>
<ul style="list-style-type: none"> Vendors Carita Weddings Organizers: Decor Catering Makeup artist (MUA) Equipment (Sound system, tent) Photographer Videographer Carrier Event venues Contract and Reception Photobooth 	<ul style="list-style-type: none"> Weddings Planner. Weddings Organizer. Making Content marketing. Distribution Content marketing. dealing Client Communication with freelancing marketing (affiliates marriage). operational Event 	<ul style="list-style-type: none"> Newnes performance Customization Complete profession Brand (Brands) Subtraction risk Access Comfort or Utility 	<ul style="list-style-type: none"> Guard connection good with client on moment planning event, implementation, until event has finished held. Nurse client with permanent intertwine connection work same marketing for recommend Carita Weddings Organizer in process advanced 	<ul style="list-style-type: none"> Couple which ready marry with age (20 – 35 year) Region Java West System Business: B2C (Business to customer)
	<i>Key Resources</i>		<i>Channels</i>	
	<ul style="list-style-type: none"> Platforms Digital. Designer Content. Designer Event. Talents People. Accounting Customers Data 		<ul style="list-style-type: none"> Instagram WhatsApp Affiliate Weddings Advertisement Digital – Advertising 	
	<i>Cost Structure</i>		<i>Revenue Streams</i>	
	<ul style="list-style-type: none"> Cost operational Daily (Total Rp. 550,000/month). Cost operational Per event (Total Rp. 470,000). Cost Promotion (Total Rp. 1,410,000) 		<ul style="list-style-type: none"> Vendors Client 	

According to the table above, the nine element of Business Model Canvas is filled from the interview with Carita Wedding Organizer Owner and Employee, also customer that have used Carita Wedding Organizer service. This table is made to find out the nine elements contained in the Carita Wedding Organizer which are then carried out a SWOT analysis to provide input to business owners.

a. Customers Segment

That is explain who just targets customer. Carita Weddings Organizer own segmentation market that is range age 20-35 year which will organize event wedding in region Bandung and Regency Bandung. Reason main Carita Weddings Organizer target age 20-35 year that is because on range age the still enter in generation millennials corresponding with draft event Carita Weddings Organizer that is newness (update draft). Segmentation market this also will influence method Carita Weddings Organizer do promotion for reach the market, as language promotion which used and also behavior promotion which will in Use in media digital. On basically segmentation market these own criteria special on every age so that packaging on service which in offer will own characteristics every age.

Kindly line big distribution market segment market aim for group them Becomes homogeneous. Thing this because many service which characteristic heterogeneous. The amount business service with various type type here it is which make something organization need determine segmentation market which appropriate for every product. So that could pull conclusion that segmentation market is change something which characteristic heterogeneous Becomes characteristic homogeneous. Analysis segmentation could create a number of group consumer which own characteristics which which different. Characteristics different in each grouping, raises something idea new for create product which wanted by customer however not yet fulfilled by company (Kasali, 1998).

b. Value Proposition

That is whole description service which offered by Carita Weddings Organizer for fulfil need the client, benefit which offered to segment market which served. On Carita Weddings Organizer proposition located on quality event, design event which interesting adopt creative in era digital as motion graphic and motion effects for appearance event, branding logos gold which signify privilege for client as well as easy remembered. Besides that, Carita Weddings Organizer give service corresponding need client. Carita Weddings Organizer must capably understand harmony value proposition to need client. Because need client this is a strength for Carita Weddings Organizer and must upgraded, remember client characteristic dynamic. With exists value proposition so that company need look need client more far. Thing this aligned with statement expert Osterwalder which explain that consumer is element which dynamic and company need look need customer. Findings the strengthened with opinion also explain that with look need customer, value proposition and model business will more effective as well as profitable for company (Osterwalder & Pigneur, 2010).

c. Channels

That is how method so that offer Carita Weddings Organizer own score plus which created this realized, bought, and until to hand candidate client. Channels is means for Carita Weddings Organizer for convey value proposition to customers segment which served. Channels function in a number of stages start from awareness customer until to service full sell. Channels (Channel) in Thing this also very needed for Carita Weddings Organizer for make it easy introduce his services, intertwine communication with candidate client as well as get proposition score for business. In channel distribution this role Technology information very help in intertwine communication from producer to consumer, besides that needed a work same between party so that effort this permanent walk. Findings in field on design channels this Carita Weddings Organizer add media digital for marketing, which previously only limited on Whatsapp and Instagram. But with exists model business canvas this Carita Weddings Organizer find formulas addition media digital that is intertwine community in fans page Facebook for accommodate aspirations from customer which has use his services then spread to advertising digital (ADS-Advertising) use Facebook Meta business for reach more many candidates client.

Before find formulas this, Carita Weddings Organizer already have strategy affiliate wedding in where there is part freelancing which Becomes role marketing for raise sale his services, then with model business canvas affiliate wedding this will applied with took the freelancing and work same in a manner live which own period/ followers/ audience enough many so that can communicate value proposition by Carita Weddings Organizer that alone. Findings in field in determination channels no only operate function communicate value, but also until to stages business from maintenance until stages finished which has promised by Carita Weddings Organizer Thing this in line with explanation Osterwalder on book business Model Canvases stages Channels as Awareness, evaluation, purchase, Delivery, as well as After Sales (Osterwalder & Pigneur, 2010).

d. Revenue Streams

That is explanation about what just things which make Carita Weddings Organizer get income from the customer. Genre income on Carita Weddings Organizer originate from a number of parties which cooperate with Carita Weddings Organizer. Source fund party second originate from payment client, it means fund got live from payment client whereas source fund party third originate from rewards which usually given by partners vendors and also client. Revenue streams is Thing which main for a company. In era digital moment this perpetrator business starts aware that Genre income not only originate from results sale product just, however a innovation as usage asset/ properties which used moment event which interesting customer which finally will add proposition score the business.

e. Customers Relationships

That is guard connection or intertwine bond with client so that client feel cozy and close. owner Carita Weddings Organizer know correct that connection with client will very influential on loyalty in in use his services. Connection which built by Carita Weddings Organizer with client very tight with exists critics suggestion which given client about problem event. About implementation program which given to use strengthen connection this many conducted with give offer more from offer previously as print invitation free and invitation digital which done by team creative Carita Weddings Organizer. Strategy this to use strengthen connection with client. Thing this in line with opinion Osterwalder and Pigneurs, which explain customers relationships conducted with method related Keep going continuously with customer. Carita Weddings Organizer this always listen input from client product what which needed for in the future. Thing this conducted for increase satisfaction client in use his services. All activity guard connection client can be said for purpose so that client permanent endures or loyal in use product Thing this called as purpose customers retention (maintain customer) (Osterwalder & Pigneur, 2010).

f. Key Activities

That is activity or process key which there is in business the. Is activity main for could operate or create value proposition. key Activities explain that what just activity main which conducted Carita Weddings Organizer in operate process from process the business until implementation event.

In business naturally process business must passed, Carita Weddings Organizer own activity from making content promotion which corresponding with target market and distribution content by team marketing, next accounts executive which communicate with candidate client then intertwine connection with affiliate wedding which already long and affiliate wedding new. Activity this must conducted for reach success something project business. According to Osterwalder, activity this is which Very urgent in company which must taken for operate company with success (Osterwalder & Pigneur, 2010).

g. Key Resources

That is source power key or main which needed in create score plus for the client, source power which owned which used for realize value proportion. Source I main by Carita Weddings Organizer which Very take precedence is creative designers and content designers. Findings study this, researcher recommend 2 talents that because on era now media promotion no again with conventional but already with media digital, by because that Creative designer and Content designer Becomes source power main for create value proposition for customer Carita Weddings Organizer.

h. Key Partnerships

That is related with the vendors of Carita Weddings Organizer. key Partnerships is element which very urgent in something partnership business which explain work same which very good Among Carita Weddings Organizer good decor with vendors, photographer until videographer. This corresponding with theory which on the surface Osterwalder, company which related with importer ingredients raw and partners business from company so that could make model business walk. Company creates alliance for optimizing model business they, reduce risk, and acquisition source power. This Becomes very urgent in element keys partnerships, element partnerships this Becomes supporters' main business so that business can walk with fluent corresponding with planning which already set (Osterwalder & Pigneur, 2010).

i. Cost Structure

That is explanation about structure cost which involved and issued in business. cost Structure is structure cost which is cost which urgent and appear when operate something activity in a business. On Carita Weddings Organizer in Thing this cost which appear on moment do mappings with client until until event going on. Characteristics cost which issued by Carita Weddings Organizer is covers in cost permanent and cost variable. Cost Permanent covers cost payment wages employee, subscriber internet, cost electricity. Cost electricity enter in cost permanent because organization operate on day certain and time certain which same in every month. About cost variable like cost printing brochure, cost exhibition and other.

Findings in field showing that cost Structure which conducted on Carita Weddings Organizer counted unique because in the practice they already apply analysis SWOT. Apply cost for advertising and also cost for affiliate wedding. Thing this in line with which do by Ratih Mukti in his journal which title Development Model Business on Lokawisata Stone Raden use BMC explain that to use push cost need conducted analysis SWOT (Azhar et al., 2017).

4. Conclusion

Based on results analysis and discussion data, writer obtain conclusion which could taken from study about Analysis Development Business with Approach Business Model Canvases Studies Case of Carita Weddings Organizer at Bandung as following Identification Carita Weddings Organizer with use Analysis SWOT, Strength exists program affiliate wedding which Becomes strategy for expand market, Weaknesses originate from hindrance in ability and performance that is not yet once follow exhibition wedding and not yet own website official, Opportunities Carita Weddings Organizer always involve client in determination draft for grow flavor believe to Carita Weddings Organizer as executor event wedding, Threats originate from client which recommend vendors which not yet once work same with Carita Weddings Organizer. Identification Carita Weddings Organizer with business Model Canvases, Customers Segment with range age 20-35 year which will organize event wedding in region Bandung and Regency Bandung, Value Proposition Carita Weddings Organizer ie adopt creative in era digital as motion graphic and motion effects, Channels Carita Weddings Organizer add media digital for marketing, with add media digital that is intertwine community in fans page Facebook, Revenue Streams on Carita Weddings Organizer originate from a number of parties which work same with Carita Weddings Organizer, Customers Relationships very tight with exists critics suggestion which given client about problem event, Key Activities Carita Weddings Organizer make content

marketing which corresponding with target market. Key Resources which very take precedence is creative designers and content designers. Key Partnerships Carita Weddings Organizer consists from a number of vendors good decor with vendors, photographer until videographer. Cost Structure covers cost payment wages employee, subscriber internet, cost electricity.

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