

Analisis Business Model pada perusahaan jasa konstruksi : studi kasus pada PT ABC = Business Model analysis of construction company : case study at PT ABC

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Abstrak

Dalam lingkungan bisnis yang semakin kompleks dan cepat berubah, organisasi harus memikirkan kembali model bisnisnya. Pada penelitian ini dianalisis business model suatu perusahaan jasa konstruksi pada sektor migas dengan menggunakan sembilan elemen yaitu customer segments, value proposition, channels, customer relationship, revenue stream, key resource, key activities, key partnership, dan cost structure. Sejalan dengan ini, terhadap model bisnis yang telah dianalisis diharapkan dapat dilakukan business model extension dan integrated four elements sehingga menghasilkan model bisnis yang bersinergi dan terintegrasi dengan aktivitas proses bisnis perusahaan.

In an increasingly complex and fast-changing business environment, organizations have to rethink and revisit their business model. In this study analyzed the business model of a construction company in the oil and gas sector, using the nine elements; they are customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships and cost structure. In line with this, with respect to the analyzed business model is expected to be came the business model extension and integrated four elements which will result in a business model that synergized and integrated with the activities of the business processes of the company.