

Proposal of business model using johnson four box business model framework at PT XYZ = Usulan model bisnis dengan menggunakan kerangka kerja empat kotak Johnson pada PT XYZ

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Abstrak

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Memasuki tahun 2014 PT XYZ dihadapkan dengan lingkungan bisnis yang berubah dengan tantangan yang lebih besar. Lebih banyak pemain sudah datang ke industri sebagai pesaing sehingga model bisnis lama tidak sesuai lagi dengan kebutuhan bisnis saat ini. Perusahaan harus mengubah model bisnisnya.

Kerangka model bisnis Empat-Kotak Johnson digunakan dalam tesis ini.

Kerangka ini memberikan peta jalan untuk kemungkinan-kemungkinan baru untuk inovasi kepada perusahaan. Metode ini berisi empat elemen, yaitu proposisi nilai pelanggan, rumus keuntungan, sumber daya kunci & proses kunci. Berdasarkan wawancara, observasi, dan analisis dokumen yang sudah dilakukan di setiap departemen, hasil dari model bisnis baru secara keseluruhan menolong perusahaan untuk bertahan di industri ini.

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ABSTRACT

Entering 2014 PT XYZ is faced with a changing business environment with greater challenges. More players already come to industry as competitors so the old business model is not longer suitable with current business needs. The company should change its business model.

Johnson Four-box business model framework is used in this thesis . This framework gives a road map to new possibilities for innovation to the company. It contains four elements, they are customer value propositions, profit formula, key resources & key processes. Based on interview, observation, and document analysis that already done in every departement, the results of the new business model overall help company to sustain in this Industry;Entering 2014 PT XYZ is faced with a changing business environment with

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