

# Business Coaching Untuk Meningkatkan Penjualan Produk Melalui Inovasi Model Bisnis. Studi Kasus: Usaha Mikro Mamanda Baby Needs Rent = Business Coaching to Enhance Product Sales Through Business Model Innovation. Case Study of Mamanda Baby Needs Rent Microenterprise

Isnaeni Kumalasari, author

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## Abstrak

Penelitian ini bertujuan membantu usaha mikro Mamanda Baby Needs Rent dalam meningkatkan penjualan produknya secara berkelanjutan. Mamanda Baby Needs Rent bergerak di bidang jasa penyewaan perlengkapan bayi dan mainan anak. Metode kualitatif business coaching digunakan dalam penelitian ini untuk memahami realitas lapangan yang dihadapi pengusaha/pengelola usaha dan membantu pengusaha dalam mencapai targetnya dengan cara melakukan analisis data primer hasil wawancara dan observasi menggunakan alat manajerial seperti analisis kesenjangan, analisis STP, Marketing Mix, PESTEL, Porter's Five Forces, Business Model Canvas, dan SWOT Model Bisnis, serta analisis data sekunder untuk memahami lingkungan eksternal bisnis dengan lebih baik. Berdasarkan hasil analisis Pareto, Mamanda Baby Needs Rent menghadapi dua isu krusial yang perlu ditangani, yakni belum dilakukannya analisis data pelanggan dan absennya program loyalitas pelanggan. Hasil penelitian menunjukkan bahwa penerapan pendekatan business coaching dapat membantu Mamanda Baby Needs Rent meningkatkan penjualan produknya secara berkelanjutan dalam bentuk pengembangan model bisnis baru yang lebih inovatif, yang merupakan hasil pengembangan dari model bisnis sebelumnya setelah dilakukan pemetaan komponen model bisnis, evaluasi setiap komponen berdasarkan peta kekuatan, kelemahan, peluang, dan ancaman.

.....This research aims to assist Mamanda Baby Needs Rent, a micro business engaged in baby equipment and children's toy rental services, in improving its product sales sustainably. A qualitative business coaching method is employed in this study to understand the on-the-ground realities faced by entrepreneurs/business managers and help them achieve their targets through primary data analysis from interviews and observations, using managerial tools such as gap analysis, STP analysis, Marketing Mix, PESTEL, Porter's Five Forces, Business Model Canvas, and SWOT Business Model analysis, as well as secondary data analysis to gain a better understanding of the external business environment. Based on Pareto analysis results, Mamanda Baby Needs Rent faces two crucial issues that need to be addressed, namely the lack of customer data analysis and the absence of a customer loyalty program. The research findings indicate that the implementation of a business coaching approach can help Mamanda Baby Needs Rent to improve its product sales sustainably through the development of a new, more innovative business model, which is a result of the development of the previous business model after mapping each component of the business model and evaluating them based on strengths, weaknesses, opportunities, and threats.