

**Perbaikan Model Bisnis pada Usaha Kerupuk Kulit Sarno:  
Pengembangan Channel Melalui E-Commerce pada Usaha Kerupuk  
Kulit Sarno = Business Model Improvement in Sarno`s Business:  
Development of Channel Through E-Commerce in Sarno`s Business**

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**Abstrak**

Tesis business coaching ini membahas tentang kegiatan yang dilakukan di Usaha Kerupuk Kulit Sarno, sebuah usaha yang berlokasi di Pesanggerahan, Jakarta Selatan. Dengan melakukan penelitian eksplorasi dan penelitian kualitatif, Coach menemukan masalah fungsional dalam channel yang menyebabkan peningkatan penjualan sulit dicapai. Masalah tersebut dapat terjadi karena model bisnis yang ada saat ini belum optimal untuk mencapai kondisi yang diharapkan. Melalui business coaching ini, Coach melakukan perbaikan dan perumusan model bisnis baru, di mana Coach berfokus pada elemen channel. Coach berharap dengan menambahkan saluran online maka pendapatan akan meningkat.

.....This business coaching thesis discussed the activities did at Usaha Kerupuk Kulit Sarno, a business located in Pesanggerahan, Jakarta Selatan. By doing exploratory research and qualitative research, coach found functional problem in channel, causing the revenue stream to increase was difficult to be achieved. This problem could happen because the current business model wasn't optimum to achieve the prospected condition. From this business coaching, coach did the improvement and formulation of the new business model, in which the coach was focused on channel element. Coach expect by adding the online channel the revenue stream will increase.