SUMMARY

MUHAMMAD AUDI GHAFFARI. Business Model Development Momomilk (Case Study Momomilk Cafe Bogor). Supervised by ARIEF DARYANTO and AMZUL RIFIN.

Agricultural sector in Indonesia has a continuous growth. The availability of resources in Indonesia gives the country the potential to be superior in agriculture sector. Livestock sub-sector is part of the agricultural sector has the potential to be developed. Agribusiness commodity dairy is one of the livestock sub-sector. By reading the condition of ecological, geographical and soil fertility in some parts of Indonesia, it can actually be a good opportunity to develop the dairy industry. Offer fresh milk processing variations are expected to boost the milk consumption per capita of Indonesian society.

Momomilk is one business that is dominated beverage products made from raw cow's milk is processed into beverages that taste delicious and fresh. Competitive conditions faced Momomilk in the culinary business environment not only at the level of flavor that are on the menu, variety of value-added creative and innovative of each competitor must also be balanced in order to get ahead of the competition to win the market. Momomilk opportunities to continue to grow and has the potential to be a national dairy industry, can be seen from the positive customer response from each of every opening new branch. Momomilk have hope in the future to be able to realize the company’s vision, but now companies tend to follow intuition and instinct Momomilk owner, so if not addressed soon it will be feared Momomilk will have difficulty in achieving the company's vision. To overcome this Momomilk should have an overview of the business model of the future, so the development of the company can be directed according to the vision that the company has been set. One approach in analyzing the business model is to use an analysis tool business model canvas. This study aims to analyze the current, formulate the key factors that will influence the design of business models and business models for the future Momomilk.

This study used a descriptive method approach in the form of case studies. Approach to the business model used in this study is the business model canvas approach that aims to map the organization business model into nine elements. Types of data used consists of primary and secondary data. The primary data obtained from observation, interviews based on questionnaires, and secondary data obtained from literature. Interviewing techniques used were structured interviews, so be guided by a questionnaire. Interviews were conducted to momomilk business owners. It aims to get a picture of the current business model Momomilk, after the questionnaire was also made to the customer to get an assessment of customer perceptions, and information about the business environment momomilk models from literature. Having obtained information from three sources, then followed by a SWOT analysis on each element of the business model canvas, and then obtained the key factors that will be reasoning in developing the future business model Momomilk.

Based on the research results of the identification elements from Momomilk business model can be seen that in terms of customer segments, Momomilk consumers are young people aged 15-29 years, the value proposition...
offered is the experience of enjoying food and drink through a unique presentation, the cafe atmosphere with concept of foreign dairy farms, and the taste of food and drinks were delicious. Channels are used to channel food court and cafes. Customer relationship is ongoing at this time is a direct interaction with customers via social media and rely on word of mouth information. Revenue streams are received from the sale of Momomilk products. Momomilk key resources are human resources and raw materials, key activities are Momomilk operations and control activities. Key partnership Momomilk are suppliers of raw materials and the Momomilk divided cost structure of fixed costs and variable costs.

Following the SWOT analysis of the current business model Momomilk, there are some key factors that will be a reference in developing the future business model Momomilk. The key factors is to prepare and equip business licensing, recruiting qualified employees, creating promotional activities are creative, improve customer relationships, increase the number of cafe, creating a dairy farm and milk processing.

Improvements of future business model is to divide Momomilk customer segment into four sections which are namely students, employees, families, and companies. Momomilk by an additional value proposition is focused to provide a different experience to the customer with added value in the form of giving the element of surprise to the customers that cause a sense of the familiar and friendly. Value proposition offered to the company is providing advertising space and gallery to facilitate creative company that needs and wants to distribute its products. Channels Momomilk will focus on channels such as cafe and adding delivery service, but for the cafe needed infrastructure improvements in order to provide more value to customers. Customer relationships Momomilk can further improve the communication strategy via twitter, the additional value of experience can make the power of word of mouth information increased, and create a member card to the customer is expected to increase the Momomilk quality and quantity relationships with customers. Momomilk key resources are improving the quality of human resources, raw materials, the addition of software management system that helps to regulate the activities of management in Momomilk, adding pasteurization machine and build a customer database. Key activities are Momomilk operations, control activities, and the addition of the marketing activities and working relationships with partners. Key partners Momomilk is a supplier of raw materials, and increase cooperation with farmers and media partners. Cost structure, divided by three the cost is the cost of raw materials and labor costs and marketing costs, the use of management systems is expected to occur in the efficiency of production cost.

Keyword: Business Model, Milk, Momomilk, Business Model Canvas, SWOT