SUMMARY

INDRA THAMRIN. Business Development Strategy Ready to Drink Tea, yourTEA with Business Canvas Model Approach. Supervised by RIZAL SYARIEF and DODIK RIDHO NURROCHMAT.

Wealth of natural resources owned by Indonesia, is one of the factors that should be utilized by entrepreneurs to develop their business. Tea is one of the products that has been developed a lot. One of the players in the industry of ready-to-drink tea is yourTEA. The number of players in ready-to-drink tea industry is currently making yourTEA partnership need to have models and business development strategy clear and detailed in order to compete and continue to grow facing the intense market competition. One approach to create a business development is with business canvas model. The purpose of this study was to analyze the business model partnership ready-to-drink tea, yourTEA through business canvas model, determine the business canvas model improvements, and develop a strategy and business development programs.

This research is descriptive qualitative with case study approach. The research approach is based on nine elements of the business canvas model. Types of data used are primary data and secondary data. Primary data were obtained from interviews and direct observation in the field. Interviews were conducted to the internal management of yourTEA. After that, the SWOT analysis on nine elements is conducted and make improvements to the business canvas model, then prepared a strategy and business development programs. Secondary data were obtained from the book-study and other related literature.

Based on the results of research on business partnerships ready-to-drink, yourTEA, shows that the customer segment of yourTEA are entrepreneurs, private employees, housewives, and students. The value proposition that being offered is competitive pricing, full support to the partners, and good quality product. Channels are built through the direct and indirect distribution channels. Customer relationship built by yourTEA is through telephone communication, text messages, blackberry messenger, email, social media and the market place. Ready-to-drink tea business, yourTEA revenue streams from retail sales outlet showroom, selling partnership packages and repeat order of raw materials from partners. Key resources yourTEA such as tangible and intangible. The key activities of ready-to-drink tea business, yourTEA is the provision of raw materials, sales in the showroom outlet, the operations of the office, and maintenance partner. Currently yourTEA has a partnership with suppliers tea maker, outlet maker, packaging factory, ancillary equipment outlet store and expeditions. Cost structure of yourTEA consists of raw material costs, employee salaries, office rental costs, and marketing costs.

After doing the SWOT analysis, obtained improvements to the nine business canvas model yourTEA. On the customer segment there is additional segments of schools, colleges and the general public. On the value proposition there is additional follow up after sales as well as innovation and continuous improvement. On the channels element, on direct channel there is additions following the show, expos, fairs and seminars. While on the indirect channel there is additions of social media optimization and market place. On the customer
relationship there is additions of direct visits to the partners places, the annual
gathering, and birthday gift. On the revenue streams element, yourTEA can
increase its revenues by opening many new outlets, selling tester package, and
selling the powdered drinks. On the key additional resources there is addition
improve to the quality of human resources. On the key activities element, there is
addition of observing the strategic location also following the exhibition, expos,
fairs and seminars. On the key partnership, there is addition of master partnerships
and media partner. On the cost stucture element, there is additions of charge for the
training of human resources.

Business development strategy that can be done by the management of
yourTEA includes four strategies. First, the strategy of market development with
the expansion program opened outlets managed by its own management, selling
yourTEA tester packages, selling yourTEA powdered drinks, forming master
partnership, and participate in fairs, expos, fairs and seminars. Second, the
strategy of improving the quality of human resource with a focus program on
improving marketing through internet marketing. Thirdly, the strategy of
increasing pre and after sales services with email marketing programs, the annual
gathering, birthday gift and a referral fee. Fourth, the strategy of continuosly
inovation with creating variants of new flavors that is unique and preferred by
consumers program, doing promotions such as during a specific month, got 10%
discount or free shipping to partners in Jabodetabek, or marketing promo to buy
another 5 outlets will entitled to be a city master partnership, or canvasing
yourTEA in bottles to stores or supermarkets.

Keywords: Business Canvas Model, Strategic Business Development, yourTEA