

THE ROLE OF PLANNING COMPANY INCOME SOURCES IN THE BUSINESS PLAN MODEL CANVAS IN BANANA BOMB BUSINESS OCAF MEDAN CITY MEDAN

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Abstract: The purpose of this study is to determine how the Business Model Canvas (BMC) framework may increase the profitability and success of Banana Bomb, a food business in Medan. This study employs a qualitative approach and thoroughly interviewed all of the owners of Banana Bomb Ocaf Medan. This study's primary focus is on how BMC's "Revenue Streams" element can help businesses develop better strategies to deal with competitive markets. According to the study, the growth of business profits and profitability is significantly impacted by research that is focused on the source of profits. With the help of BMC, Banana Bomb can meet customer demands that can never be met, provide good daytime resources, and adapt business strategies to meet ever changing consumer demands.

Keywords: Revenue planning, Business Model Canvas, Business Strategy

Introduction

Ability A company For plan various strategic aspects, one of which is its source income, very important in the increasingly competitive business world. Source income is not only functioning as a means of measuring financial success, but also shows how far the company is capable of understanding market needs, creating market value, and managing potential owned optimally. With the right approach, source income can become a driving force in building sustainable and competitive business.

Study This role of planning source income in the business plan model based on Business Model Canvas on the Banana Bomb Ocaf Medan business in Medan City. A business model is a method of doing business so that a company can generate income to maintain its existence (Warnaningtyas, 2020). Banana Bomb Ocaf Medan is an innovative company that uses bananas as its main product, combined with new flavors and interesting presentation methods. As one of the creative business forms, Banana Bomb Ocaf Medan is trying to keep going by giving unique culinary experiences for its customers. However, facing an increasingly competitive market with strict demands, the company is designing a strong, adaptive, and growth-oriented revenue strategy.

Study This centralizes attention to the elements Revenue Streams or flow income in Business Model Canvas. Elements This covers various aspects, such as the method of producing income from diverse segment customers, strategy determination of competitive prices, up to innovation in diversification of products or services offered. In addition, research also explores how planning source income can effectively increase the financial stability of a company, strengthening its competitive power in the market, as well as spur innovation in relevant products with the need of customers.

Not only focuses on theory, study This also provides a practical outlook that can be implemented by small and medium enterprises (SMEs). It is hoped that the results of this study can become a guide in integrating Business Model Canvas as a strategic tool for taking business decisions. With proper planning, implementation, and effort like

Banana Bomb Ocaf Medan is expected capable face market challenges with more believe self , expand market share , as well as create mark significant addition Good for customer and also company That by myself . With Thus , research This No only relevant for Banana Bomb Ocaf Medan, but also has contribution wide for development business creative in Indonesia, especially in the SME sector which continues to grow develop rapidly .

Literature Review

Planning income is part important from management finances that contribute to the achievement objective company . One of the main foundations in running a business or enterprise is revenue planning, which is an important part of financial management and contributes significantly to achieving company goals. (Hayati, 2020) . Kotler and Keller stated that understand source income potential such as pricing strategies and diversification products are very important . Data- driven methods can increase opportunity while reduce risk (Setiawan & Sukanti, 2016) .

For designing and evaluating business models in a way comprehensively , Business Model Canvas (BMC) is useful tool . Segment customer , proposition value , and flow income is nine component BMC's main , according to . In the case of Banana Bomb Ocaf Medan, BMC allows merger Features This For increase mark for customers and generate more a lot of money.

Entrepreneurship means effort movement efforts made in a way independent both by individuals and also group (during own same goals and perceptions) , with find ideas and creativity For create or to obtain product goods or services that then utilized in frame reach good (benefit) goal commercial and also social (Muniarti, 2021) . Entrepreneurship is effort For create opportunity Work in a way independent through innovation that improves welfare economy a person and society . For reach success in activity this , someone must have courage For take measurable and manageable risks difficulties (Hutamy et al., 2021) . Banana Bomb Ocaf Medan adopted principles entrepreneurship This For help business they develop through planning strategic and innovation (Hadyastiti et al., 2020) . Banana Bomb Ocaf Medan, as business small and medium enterprises (SMEs), contribute big on growth economy local . For maintain Power competition although face challenges , SMEs need planning strategic , according to the Ministry of Cooperatives and SMEs. This business can optimize source Power For reach sustainable income with using BMC.

Success in the food industry depends on marketing innovation and new product development, with the main goal of making a profit (Hartatik & Baroto, 2017) . Increased quality product , promotion through digital platforms, and the determination price competitive is some strategies that contribute to the improvement market reach and satisfaction Banana Bomb Ocaf Medan customers . The implementation of BMC helps MSMEs manage income and recognize market opportunities with more good . Banana Bomb Ocaf Medan is expected can more efficient in its operation , becomes more competitive , and provide benefit more big to customers and stakeholders interest business (Pangemanan, 2016) .

Method

Study This focus on how planning income in the Business Model Canvas (BMC) influences development Banana Bomb OCAF Medan business . With approach qualitative exploratory and study case , researcher dig more in about How manager business to design planning income that can be earned support progress business . For that , researcher collect data through interviews , observations , and documentation directly . Manager business chosen as Respondent main Because those who understand BMC implementation and

strategies implemented For develop effort . In addition , researchers also use various reference from journals , books , and online sources such as Mendeley and Google Scholar for delve deeper relevant theories . It is expected study This can give outlook new and become base For study furthermore .

Results and Discussion

Business Model Canvas (BMC) is a tool developed by Alexander Osterwalder and Yves Pigneur, which aims to For help businessman designing and understanding business models they with more clear . Business Model Canvas (BMC) is a popular business model analysis tool with a simple yet comprehensive presentation of data on the nine essential components of a BMC business (Rainaldo et al., 2017) that is describe various aspect important from A business , such as segment customer , proposition value , channel distribution , relationship with customer , flow income , source Power main , activities key , partner keys , and structures costs . For Banana Bomb Ocaf Medan, BMC functions as very useful tool in planning and managing source income with a better way directed (Pangemanan, 2016) .

Planning source income is aspect important in business strategies that greatly influence development and continuity a Company (Ridwan et al., 2022) . For Banana Bomb Ocaf Medan, which is a business small and medium enterprises (SMEs) in industry food , planning Proper income is very necessary For ensure smoothness cash flow and effectiveness operational . Without existence careful planning , company Can difficulty in manage source available power as well as maximize potential income . In case This , the use of Business Model Canvas (BMC) becomes effective solution , because BMC provides framework clear and structured work For design and manage various supporting elements success business , including income (Angelliza Chantica et al., 2022) .

One of element important in BMC is flow income , which shows How company make money from customer (Anggraini, 2020) . For Banana Bomb Ocaf Medan, planning income Can involving various sources , such as sale direct product banana dishes , catering services for events, or cooperation with restaurants and cafes For serving a menu made from bananas. With own various channel income , company can create a more business model stable and diversified , which helps guard sustainability business (Andriani, 2018) .

In the middle intense competition and ever -changing market conditions changed , one of challenge the biggest for MSMEs is How guard sustainability income . Therefore that , Banana Bomb Ocaf Medan needs design and develop source his income with be careful . One of the the way that can done is with diversify products . For example , Banana Bomb Ocaf Medan can add Variants product banana- based , such as banana chips, banana bread, or Banana Drink . Diversification product This No only help expand market reach but also provide more choices Lots for customers looking for product with taste and benefits different .

In addition , management price is also very important in planning income . With using BMC, Banana Bomb Ocaf Medan can analyze price product based on cost production , market prices , and prices competitors . With the right pricing strategy , they Can determine the right price with quality products and power buy Customer . Determination the right price will affect sales volume and the profit margin that can be obtained .

The price of a product or service is indicator related values close the benefits with what consumers feel . Prices depend on policy . company with consider various things , including planning costs , which include calculation costs and production , distribution and marketing . Cheap or expensive price a product or services are very relative its nature . The company must always monitor prices set by competitors so that the prices set by the company the No too tall or too low . For consumers price often associated with benefits obtained on a goods

or services . Buyer use price No only on size sacrifice , but also used as indicator quality products and services (SINAGA et al., 2020) .

In the industry food , cost operational like material raw , power work , and distribution often become obstacle in reach optimal profit (Siregar, 2021) . Therefore that 's important for Banana Bomb Ocaf Medan for plan in a way ripe every aspect operational For minimize waste and increase efficiency . BMC helps give clear picture about structure costs and resources power required For operate business , which allows they For focus on management source Power in a way more efficient .

Management channel effective distribution can also support efficiency operational . Banana Bomb Ocaf Medan can utilise digital technology for reach customer more wide , such as online sales or application booking . This is not only expand the market but also simplify the ordering and management process inventory , which in turn can reduce cost operational .

Apart from relying on income from sale products , Banana Bomb Ocaf Medan can also expand source income through partnership strategic . For example , they Can Work The same with restaurant or cafe that wants offers a banana- based menu . Collaboration like This No only introduce product they to a bigger market wide but also helps optimize capacity production without increase cost operational in a way significant .

With implementation careful planning and use of the Business Model Canvas (Aliwinoto et al., 2022) , Banana Bomb Ocaf Medan can ensure that they No only survive , but also thrive in term length . BMC provides clear picture about opportunities that can utilized For increase income and also helps identify areas that need fixed For reduce waste or increase efficiency . With method this , BMC and planning good income will become key For reach objective business , maintain continuity efforts , and encourage sustainable growth in the future .

Final result from making The mouth-watering Banana Bomb Ocaf Medan product is made from quality fresh bananas, making it the perfect choice for snack lovers.



Figure 1. Banana Bomb Ocaf Medan Product

Banana Bomb Ocaf Medan sales are conducted offline and directly to provide the best experience to customers. Through a direct approach, we can interact with customers and provide detailed information about the product. In this way, we not only sell products, but also build customer trust and loyalty to Banana Bomb Ocaf Medan.

Conclusion

Can concluded from study this , that planning proper income That important in manage business like Banana Bomb OCAF Medan business . The use of Business Model Canvas (BMC) helps business This understand and plan various aspect in business ., start from flow

income until management cost . With the right design , Banana Bomb OCAF Medan can guard stable cash flow , also increases Power compete in the market.

In general comprehensive , BMC implementation and planning proper income can support Banana Bomb OCAF Medan's business in face challenge in the business world , as well as strengthen mark his efforts , and created mark addition for customers and companies too That myself . The result of study This No only can applied by entrepreneurs , but can also be applied by entrepreneurs other.

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