ABSTRACT

BUSINESS STRATEGY ANALYSIS USING A BUSINESS MODEL CANVAS STUDIES ON ORAQLE DISTRO AND CLOTHING

By

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This study aims to determine the Business Strategy Oraqle Distro and Clothing to use Business Model Canvas. This study used qualitative research methods with descriptive study. The instrument of this study are researchers. Technique sampling data sources / informants using snowball sampling. Informants in this study are the owners, employees and customers Oraqle Distro and Clothing. Data collection procedures used were observation, interviews and documentation. Test the validity of the data using triangulation and using reference materials. Data analysis techniques used are data reduction, data presentation, and conclusion. These results indicate that the Business Model Canvas as an analytical tool, helps in viewing strategy of a company. The strategy adopted by Oraqle Distro and Clothing is a market penetration strategy, that strategy by offering value to the efforts of a larger marketing (using social media, among others, facebook, twitter, instagram and websites) and product development strategies, ie more to alter, modify or enhance the value of products sold (perform design-design unique and interesting), which both entered into the block value propositions.

Keywords: Business Model Canvas, Distro, Strategy