

## **Format Proposal Ide Usaha / Usaha**

1. Halaman Cover  
Berisi Judul : Usaha / Nama Usaha, Logo Usaha, Nama Ketua Kelompok, Nama Sekolah, Kota Sekolah, Tahun 2018
2. Judul Ide Usaha / Nama Usaha yang sedang dijalankan
3. Profile  
Berisi : Nama Peserta, Sendiri / Kelompok, Nama Ketua Paling Atas, Nama Sekolah, Alamat Sekolah, Kota Sekolah, email ketua kelompok, telp (wa) ketua kelompok
4. Deskripsi Produk  
Mendeskripsikan manfaat, fungsi dan keunggulan produk yang ditawarkan serta disertai dengan efek kemanfaatan yang dihasilkan dari produk tersebut bagi masyarakat
5. Analisis Pasar  
Membandingkan produk dengan pesaing lain pada bidang usaha yang sama, bila perlu disertakan fakta lapangan
6. BMC  
Lihat lampiran
7. Proyeksi Penjualan dan Produksi  
Lihat lampiran
8. Actipn Plan  
Lihat lampiran
9. Lampiran Foto Produk / usaha / Proses Usaha
10. Lampiran Scan Kartu Identitas Siswa

**Proposal dikirim upload dalam bentuk pdf.  
Dengan ukuran maksimal file pdf. 10 MB.**










# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><b>MOTIVATIONS FOR PARTNERSHIPS</b> Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><b>CATEGORIES</b> Production Problem Solving Platform/Network</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><b>CHARACTERISTICS</b> Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/usability</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p><b>EXAMPLES</b> Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Segmented Crowdfund Multi-sided Platform</p>																								
	<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>TYPES OF RESOURCES</b> Physical Intellectual (brand, patents, copyrights, data) Human Financial</p>		<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p><b>CHANNEL PLANS</b> 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?</p>																									
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>IS YOUR BUSINESS MORE</b> Cost Driven (simplest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p> <p><b>SAMPLE CHARACTERISTICS</b> Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope</p>		<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <table border="0"> <tr> <td><b>TYPES</b></td> <td><b>FIXED PRICING</b></td> <td><b>HYBRID PRICING</b></td> </tr> <tr> <td>Asset sale</td> <td>List Price</td> <td>Negotiation (bargaining)</td> </tr> <tr> <td>Usage fee</td> <td>Product feature dependent</td> <td>Prior relationship</td> </tr> <tr> <td>Subscription Fees</td> <td>Customer segment</td> <td>Real-time Market</td> </tr> <tr> <td>Coaching/Training/consulting</td> <td>Standardized</td> <td></td> </tr> <tr> <td>Licensing</td> <td>Volume dependent</td> <td></td> </tr> <tr> <td>Franchise fees</td> <td></td> <td></td> </tr> <tr> <td>Advertising</td> <td></td> <td></td> </tr> </table>			<b>TYPES</b>	<b>FIXED PRICING</b>	<b>HYBRID PRICING</b>	Asset sale	List Price	Negotiation (bargaining)	Usage fee	Product feature dependent	Prior relationship	Subscription Fees	Customer segment	Real-time Market	Coaching/Training/consulting	Standardized		Licensing	Volume dependent		Franchise fees			Advertising		
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# Proyeksi Penjualan dan Produksi

Nama Usaha / Nama Ketua / Sekolah / Kota

No	Aspek	Capaian		Proyeksi			
		Tahun Pertama		Tahun Kedua		Tahun Ketiga	
		Unit	Rp	Unit	Rp	Unit	Rp
1	Jumlah Produksi (unit/pcs/buah/paket)						
2	Jumlah Penjualan (unit/pcs/buah/paket)						
3	Jumlah Pendapatan / Omset	X		X		X	
4	Jumlah Profit	X		X		X	