



Training on Business Planning Using Business Canvas Models

¹I Nyoman Tri Sutaguna, ²Akhmad Nur Zaroni, ³Erlina Pakki, ⁴Arief Yanto Rukmana, ⁵Puspita Puji Rahayu

¹Universitas Udayana, ²UIN Sultan Aji Muhammad Idris Samarinda, ³Universitas Hasanuddin, ⁴Sekolah Tinggi Ilmu Ekonomi STAN IM, ⁵Universitas Nasional Karangturi

Email: ¹trisutaguna@unud.ac.id, ²akhmadnurzaroni@gmail.com,
³erlinapakki09@gmail.com, ⁴ariefyantorukmana@gmail.com,
⁵puspita.rahayu@unkartur.ac.id

Author correspondence: trisutaguna@unud.ac.id

Article History:

Received: 30 Mei 2023

Revised: 25 Juni 2023

Accepted: 10 Juli 2023

Keywords: Entrepreneurship, Business Plan, Business Model Canvas

Abstract: *The business world is expanding in Indonesia right now, especially among millennials and start-ups in this case. They must, however, have a mature and well-defined corporate plan because of the intense rivalry and challenging obstacles they encounter. Because the Business Model Canvas can summarize a business strategy on a dialog box page with 9 items, it is believed to be simple, comprehensive, and effective for business planning. The purpose of this service project is to offer BMC model-based business advice and training to Taruna Bakti Bandung Senior High School students. Counseling methods included the lecture style and focus group discussions (FGD). As a result of their community service projects, students are able to develop company ideas using the BMC model.*

PREFACE

A MomHuman, or what is popularly referred to as a "entrepreneur," is a someone who will plan or develop a company strategy. The human resources of the millennial generation, who are currently in high school, will shape and advance the corporate world in the future. To connect each student's skills with the advancement of the business world, entrepreneurship training as a scientific discipline must be offered. MA. A private school with an interest in collaborating with Taruna Bakti Makassar Senior High School is Taruna Bakti Bandung. The theme of entrepreneurship is one of the subjects that require partners.

Business planning is the main priority in this situation. The benefits of business planning include knowing the best business model to utilize, having a clear target market and funding sources, having a more focused and directed company plan, being able to predict the future

* Lisma Rosmawati, 20012010326@student.upnjatim.ac.id

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more readily, and raising the level of business (Munawaroh et al., 2016). Research reveals that only a small proportion of business owners—out of the 95 founders of companies with substantial growth—were involved in the initial business planning. In reality, 26% of businesses only have a short-term strategy, 41% have no plans at all, 5% simply create financial projections, and 28% already have a comprehensive business strategy (Supriyanto, 2012).

Business planning with the Business Model Canvas (BMC) is one of the business models currently being embraced by major companies, particularly start-up companies at the unicorn, decacorn, and hectocorn levels. Alexander Osterwalder first proposed BMC, which was seen as straightforward and simple to adopt. Nine business components will be outlined in the BMC, making it simple for business actors to deconstruct and detail what needs to be planned in their organizations. According to Pratami and ADH (2016), the nine components of BMC are customer categories, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partners, and cost structure. Practically speaking, writing each of the nine aspects will be simpler in a BMC dialog box that contains the bare minimum requirements. It is important to communicate this to the millennial generation, including high school and college students, through the program and experiential sharing in the form of counseling on creativity and entrepreneurial innovation as specified in the form of a business model canvas. Therefore, partners, especially MA students, will benefit from community service initiatives carried out by lecturers of Taruna Bakti Makassar University's agribusiness study program in the form of counseling and training on creating business plans using BMC. Service Cadets of Bandung. It is intended that students who took part in the training exercises will be able to serve as pilot projects for teaching other MA students how to create business plans using the Business Model Canvas. Even outside of the setting of a school, Taruna Bakti Bandung.

METHOD OF IMPLEMENTATION

Activity On Friday, June 27, 2023, there will be an online business planning course using the Business Model Canvas (BMC). There were 36 pupils from grades X and XI and 5 assistants among the 43 participants in the course. PKM activities start at 8:00 a.m. Narasourcepada PKM is a lecturer at Karangturi National University, Akhmad Nur Zaroni UIN Sultan Aji Muhammad Idris Samarinda, Erlina Pakki Hasanudin University, Arief Yanto Rukmana Lecturer at STAN IM Bandung, and Udayana University I Nyoman Tri Sutaguna. who are familiar with and knowledgeable about the Business Model Canvas (BMC). The delivery of community service initiatives takes the form of lectures and focus group discussions (FGD). For consulting tasks, such as giving students business planning materials created using the canvas model, a presenting technique is required. Because starting a business is someone's primary objective, business planning is vital. All of the individuals in attendance form small groups for Focus Group Discussion (FGD) activities, and each group is given a BMC dialog box to complete. Ten groups of four persons each were formed out of the participants to develop fill-in ideas for the BMC's nine blocks. Participants will offer business ideas coming from the

FGD after completing the BMC dialog box. The PKM Research Team will then award the most original and unique business concept.

Kactivity The activity was evaluated twice, once at the start and once at the conclusion. The students' knowledge of and comprehension of the Business Model Canvas material were assessed at the beginning of the activity, and their knowledge of business planning using the Business Model Canvas was assessed again after the FGD activities and group presentations.

RESULTS AND CONVERSATION

The school principal opened the event, which was followed by training exercises using the Business Model Canvas for business planning. The resource person first evaluated the training attendees by asking them a number of questions before beginning the lecture-based delivery of the BMC material. The participants' motivation to launch a business and their familiarity with and comprehension of the Business Model Canvas are the subjects of the questions. The evaluation's findings revealed that the majority of participants indicated they lacked the drive to launch a company since they lacked the knowledge to do so and even lacked a business concept. The participants responded in unison that they did not grasp what the Business Model Canvas was in response to more questions.

Mom Our need to plan a business is the first component of training exercises in business planning. Making a mature and realistic business plan is one of the cornerstones to business success, according to (Supriyanto, 2012). A business plan is quite helpful for determining whether the venture we intend to launch is realistic, successful, and long-term. The ability to enlist potential creditors or investors as partners in transforming our business concepts into reality is another benefit. Additionally, Firmansyah and Roosmawarni (2019) list five reasons why business planning must be made appealing: they can be used to raise money, communicate with customers, investors, and suppliers, offer convenience and practical steps, and act as evaluation standards for how well a business is doing.

The second is a description of the Business Model Canvas, which consists of nine blocks: customer segments (groups of individuals or organizations that the company serves), value propositions (amounts of value or benefits that the company wants to provide to consumers), channels (how the company reaches its consumers), customer relationships (how to establish long-term relationships with consumers or not), and revenue streams (the company's sources of income from both products and services). BMC is a business model that is currently in general usage because it can assist companies, particularly start-ups, in creating simple and uncomplicated customer profiles. An overview of the business can be provided through BMC analysis, but every aspect of the business seems complete and detailed. can serve as a step-by-step manual for companies/businesses that haven't been founded or managed yet. For firms that are already operating, on the other hand, they can be utilized as review tools so that, if something isn't quite right, it can be found out right away and fixed to lower the chance of business failure (Fitriani & Sultan, 2019).

After distributing information on the value of business planning and BMC, the focus

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group discussion that follows will involve inviting students to participate actively in PKM activities. Then, BMC dialog boxes, sticky notes, and markers were provided to each of the ten FGD groups. Then, after discussing potential business ideas or business plans, each group completes the 9 BMC blocks/elements in the blank column. In order to guide the students and give clear explanations when necessary, the resource person and the team rotated from one group to the next. The majority of student business concepts and ideas come from the industries of food, fashion, and graphic design.

Each group then presented their business proposal following the FGD. The resource people and the team then evaluated each student's business plan, choosing the most original, ground-breaking, and doable concepts to be turned into a genuine company. "Ideas" are said to be pricey by many individuals. Not just an idea, but an idea with realistic commercial potential. Millennials have a lot of fantastic ideas that are highly valuable commercially but if they are never recorded, shared, and put into action, they remain simply as ideas. One way to make our company concepts into actual companies is to use the BMC as a business model when creating business plans (Tahwin & Widodo, 2020). The lack of business innovation is another issue that the business model canvas is said to be able to solve. Customer happiness will rise with business innovation, for instance in product innovation that successfully employs BMC, and will ultimately improve a good business system (Fitriani & Sultan, 2019).

One of the teams, klecture, which stands for crispy spring roll skin, was chosen as the winner for having a unique, inventive, and workable company concept. Mothers, kids, and teenagers that love to nibble make up the market segmentation for this college product. Products with crispy spring roll skin have the advantage of being accessible in a variety of flavors, including BBQ, spicy, sweet spicy, and salty. For customers who are unable to visit the outlet directly, a delivery order service is also offered. Consequently, the channel required is through social media, which will cooperate with the available courier services. Customers' loyalty is fostered by consistently offering high-quality goods and offering discounts after a specific number of purchases or on weekends to encourage repeat business. Sales of goods and the provision of delivery order services generate revenue. Students' primary writing task during the block is to make and sell crunchy spring roll skins to customers. Resources such as flour, water, eggs, sugar, salt, bouillon powder, milk, or coconut milk are essential for producing spring roll skins since they can be added to make them more crunchy. Employees should be part of this group as well, though, since manufacturing operations cannot be carried out without them. Because there are already courier services for delivering or ordering items in the city of Bandung, which are dominated by millennials, they have included couriers as partners in the important collaboration. The final component is the cost structure, in which students account for the price of buying spring roll skins as well as frying supplies. By assisting to separate the costs that go into variable costs and fixed costs in their company ideas, the PKM team directly assists clients.

Students were then given questions similar to those at the beginning of the activity after the activity that involved giving information for creating business plans using the Business

Model Canvas, group discussions, presentations, and choosing the best business ideas. The objective is to assess students' knowledge and comprehension and determine whether this activity benefits MA students. Service Cadets of Bandung. Initially, I want to know if they are motivated to launch a business after receiving this instruction. They both chimed in "yes" at the same time. Do they already know and comprehend what the Business Model Canvas is, which is the second query?and they reply, "Yes, I understand," The resource person added one more question, asking if the trainees already had a business plan. The majority of them replied in the affirmative. Students are motivated to begin planning their businesses utilizing the BMC technique since it is simple and enjoyable. After taking part in this training exercise, all of the teams, including the one that won best business idea, said they were prepared to implement their LECTURE business plan.

Overall, as evidenced by the students' enthusiasm during the activity, the PKM training for creating business ideas using the Business Model Canvas went well and smoothly. Ten BMC dialog boxes with student-written business plans were produced as proof that they actively engaged in FGD activities and asked questions of the resource people during the presentation of the materials. However, it is hoped that these business concepts would soon materialize into a functioning company, preventing them from remaining only as pipe dreams. The business has been mapped out by the students using the nine components of the BMC, making it clear what is being planned starting with who their target market is, the value they want to convey to customers, how to build relationships with customers, the sources of income for the business, main activities, main resources needed, who the partners are, and the costs incurred. The PKM team anticipates that the workshop activities will benefit the training participants, particularly in developing their sense of adventure and capacity for creating business concepts. Additionally, it is hoped that the instructors that attended will be able to use the BMC materials to help the Taruna Bakti Bandung pupils learn about entrepreneurship. ... order to use this school as a test site for distributing entrepreneurial viruses to other schools in Bandung. Additionally, it is hoped that the instructors that attended will be able to use the BMC materials to help the Taruna Bakti Bandung pupils learn about entrepreneurship. ... order to use this school as a test site for distributing entrepreneurial viruses to other schools in Bandung. Additionally, it is hoped that the instructors that attended will be able to use the BMC materials to help the Taruna Bakti Bandung pupils learn about entrepreneurship. ... order to use this school as a test site for distributing entrepreneurial viruses to other schools in Bandung.

CONCLUSION

Until now, business plans have traditionally been associated with writing company proposals that are overly detailed and extensive. The company Model Canvas, which is believed to be simpler and more complete, makes it simpler, more appealing, more technically illustrated to prepare a company plan. The nine components of the BMC work together to form a long chain that cannot function properly without the assistance of excellent management.

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In this instance, there is a knowledge transfer from tertiary institutions to schoolchildren. Business concepts that are anticipated to materialize in the future are found by students. Additionally, students can set up their own nine BMC components, which should be carried out by business actors in accordance with the selected business model. The planned community service projects went off without a hitch. It is suggested that this activity be carried out more intensively, particularly for MA and other schools. Taruna Bakti Bandung may be used as a test project for the BMC business model. Additionally, it is intended that activists or the entrepreneur community can contribute their knowledge and experience as well as venture capital support so they can provide students more genuine motivation.

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