

ABSTRAK

PERANCANGAN MODEL BISNIS “ECOMMERCE PRINT ON DEMAND PRINTFUL”

Kevin Teguh Sinaga
22/510765/PEK/29335

E-commerce print on demand (POD) telah menjadi salah satu model bisnis yang tengah berkembang pesat dalam industri bisnis digital saat ini. Dengan meningkatnya pertumbuhan pengguna *ecommerce* di Indonesia serta peningkatan permintaan akan produk kustom seperti kaos, aksesoris dan dekorasi rumah, *Print on demand* menawarkan solusi bagi pelanggan yang ingin produk unik sesuai dengan keinginan mereka, serta solusi pelaku bisnis yang ingin memenuhi kebutuhan konsumen saat ini tanpa harus mengeluarkan modal besar dan menyimpan stok barang. Penelitian ini bertujuan untuk merancang model bisnis *e-commerce print on demand* "Printful" dengan menggunakan pendekatan Kanvas Model Bisnis (BMC) serta menganalisis kelayakan bisnis secara finansial.

Penelitian ini menggunakan metode observasi, survei dan wawancara dengan para pelaku bisnis B2B dan calon pelanggan B2C. serta analisis kompetitor di industri print on demand. Hasil penelitian menunjukkan bahwa proposisi nilai utama dari Printful adalah kemampuan untuk menawarkan produk berkualitas yang dapat konsumen sesuaikan dengan preferensi mereka, serta menyediakan vendor/supplier yang terpercaya untuk pelaku bisnis. Kelayakan finansial Printful berdasarkan hitungan NPV (*Net Present Value*) sebesar Rp 1.091.623.025, IRR (*Internal Rate of Return*) sebesar 68% dan PP (*Payback Period*) selama 2 tahun 11 bulan. Nilai positif dari kelayakan ekonomi, menyimpulkan bahwa rencana bisnis *e-commerce print on demand* Printful layak dijalankan secara finansial.

Kata kunci: *E-commerce, Print on Demand, Kanvas Model Bisnis, Rencana Bisnis, B2B.*

ABSTRACT

BUSINESS MODEL DESIGN “PRINTFUL PRINT ON DEMAND ECOMMERCE”

Kevin Teguh Sinaga
22/510765/PEK/29335

E-commerce print on demand (POD) has become one of the fastest growing business models in the digital business industry today. business model that is growing rapidly in the digital business industry today. With the increasing growth of ecommerce users in Indonesia and increasing demand for custom products such as t-shirts, accessories and home decorations. Print on demand offers a solution for customers who want to create unique unique products according to their desires, as well as solutions for businesses that want to meet the needs of today's consumers without having to spend a large capital and keeping stock of goods. This research aims to design a business model for business model of print on demand e-commerce “Printful” by using the Business Model Canvas (BMC) approach. Business Model Canvas (BMC) approach and analyze the financial feasibility of the business.

This research uses observation, survey and interview methods with B2B business people and potential B2C customers. as well as competitor analysis in the print on demand industry. The results show that the main value proposition of Printful is its ability to offer quality products that consumers can customize to their preferences, as well as providing vendor/service with their preferences, as well as providing trusted vendors/suppliers for businesses. Printful's financial viability based on NPV (Net Present Value) calculation is Rp1,091,623,025, IRR (Internal Rate of Return) of 68% and PP (Payback Period) of 2 years 11 months. The positive value of economic feasibility, concludes that Printful's print on demand e-commerce business plan is financially feasible.

Keywords: E-commerce: Print on Demand, Business Model Canvas, Business Plan, B2B.