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Kanvas Model Bisnis (BMC) dan Analisis ABC pada Pengembangan Model Bisnis Minimarket Bahan Bangunan
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ABSTRAK

Penelitian ini bertujuan untuk merancang model bisnis minimarket bahan bangunan BasMart dengan menggunakan kerangka Kanvas Model Bisnis (BMC) dan menganalisis dukungan Analisis ABC terhadap penentuan proposisi nilai dan sumber daya utama pada perancangan model bisnis minimarket bahan bangunan BasMart. Penelitian dilatarbelakangi oleh adanya celah antara kebutuhan konsumen yang semakin modern dan keterbatasan toko bahan bangunan tradisional yang masih beroperasi secara konvensional. Penelitian menggunakan pendekatan kualitatif deskriptif yang didukung data kuantitatif melalui observasi pada tiga toko bahan bangunan tradisional dan modern, wawancara dengan tiga pemilik toko tradisional, serta wawancara dengan kontraktor, tukang bangunan, dan konsumen individu di Yogyakarta.

Hasil penelitian menghasilkan rancangan BMC BasMart yang mencakup segmen pelanggan berupa konsumen individu, tukang bangunan, dan kontraktor skala kecil-menengah; proposisi nilai berupa pengiriman gratis tanpa minimum order, konsultasi material, transparansi harga, kemudahan dalam menemukan produk, ketersediaan produk prioritas, pilihan produk yang lengkap, dan pengalaman belanja yang cepat dan nyaman; saluran perantara melalui toko fisik, WhatsApp Business, media sosial, Google Maps, dan pengiriman langsung; hubungan pelanggan melalui pendampingan konsultatif, pelayanan melalui saluran digital, program keanggotaan, dan poin loyalitas; sumber pendapatan dari penjualan produk; sumber daya utama berupa bangunan toko, gudang, armada pengiriman, SDM, sistem POS, persediaan produk, dan modal kerja; aktivitas kunci meliputi pengadaan dan pengelolaan persediaan, pelayanan dan penjualan, pengelolaan *display*, distribusi, dan pengelolaan hubungan dengan pemasok; mitra kunci terdiri dari distributor, tukang bangunan, dan perbankan; serta struktur biaya mencakup pengadaan barang, operasional, investasi teknologi, dan pengendalian risiko penyusutan. Hasil Analisis ABC terhadap 376 item menunjukkan enam kategori masuk kelas A dengan kontribusi kumulatif 74,86%, yaitu Besi dan Baja Konstruksi (16,08%), Sistem Perpipaan PVC (13,94%), Material Atap dan Baja Ringan (12,90%), Material Dinding (12,10%), Utilitas (9,97%), serta Cat dan *Finishing* (9,86%), sedangkan Keramik, *Hardware*, dan Semen masuk kelas B, Kayu serta Peralatan Pertukangan masuk kelas C.

Kata kunci: Kanvas Model Bisnis, Analisis ABC, Minimarket Bahan Bangunan, Manajemen Persediaan, Ritel Modern

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ABSTRACT

This study aims to design a business model for the BasMart building materials minimarket using the Business Model Canvas (BMC) framework and to analyze how ABC Analysis supports the determination of value propositions and key resources in the design of the BasMart building materials minimarket business model. The study was motivated by the gap between increasingly modern consumer needs and the limitations of traditional building materials stores that still operate conventionally. The study employs a descriptive qualitative approach supported by quantitative data, gathered through observations at three traditional and modern building materials stores, interviews with three traditional store owners, as well as interviews with contractors, construction workers, and individual consumers in Yogyakarta.

The research resulted in the BasMart BMC design, which includes customer segments consisting of individual consumers, builders, and small-to-medium-sized contractors; value propositions such as free shipping with no minimum order, material consultations, price transparency, ease of finding products, priority product availability, a comprehensive selection of products, and a fast and convenient shopping experience; channels via physical stores, WhatsApp Business, social media, Google Maps, and direct delivery; customer relationships through consultative support,services via digital channels, membership programs, and loyalty points; revenue streams from product sales; key resources including store buildings, warehouses, delivery fleets, human resources, POS systems, product inventory, and working capital; key activities include procurement and inventory management, customer service and sales, display management, distribution, and supplier relationship management; key partners consist of distributors, builders, and banks; and the cost structure covers procurement, operations, technology investments, and inventory depreciation risk control. The results of the ABC Analysis on 376 items show that six categories fall into Class A with a cumulative contribution of 74.86%, namely Construction Iron and Steel (16.08%), PVC Piping Systems (13.94%), Roofing Materials and Light Gauge Steel (12.90%), Wall Materials (12.10%), Utilities (9.97%), and Paints and Finishes (9.86%), while Ceramics, Hardware, and Cement fall into Class B, Wood and Carpentry Tools fall into Class C.

Keywords: Business Model Canvas, ABC Analysis, Building Materials Minimarket, Inventory Management, Modern Retail