

TABLE OF CONTENTS

Title Sheet.....	i
Authorization Sheet	ii
Statement Sheet.....	iii
Acknowledgment.....	iv
List of Tables.....	viii
List of Figures	ix
Abstract.....	x
Abstrak.....	xi
CHAPTER I INTRODUCTION	1
1.1 External Environment	1
1.2 Internal Environment	5
1.3 Problem Definition	11
1.4 Objective Of The Study	12
1.5 Benefit Of The Study.....	12
1.6 Outline Of The Writing.....	13
CHAPTER II Theoretical Framework	14
2.1 Production Process.....	14
2.1.1 Explanation Of Printing And Finishing Services	14
2.1.2 Type Of Printing And Finishing Services.....	15
2.1.2.1 Offset Printing	16
2.1.2.2 Digital Printing	16
2.2 Definition Of Business Model.....	17
2.3 Business Model Component.....	19
2.3.1 Customer Segment.....	23
2.3.2 Value Propositions.....	24
2.3.3 Channels.....	24
2.3.4 Customer Relationships	25
2.3.5 Key Resources	25
2.3.6 Key Activities.....	26

2.3.7	Key Partnerships.....	26
2.3.8	Revenue Stream.....	27
2.3.9	Cost Structure.....	27
2.4	Business Model Development.....	27
2.5	Customer Motivation	30
CHAPTER III RESEARCH METHOD		31
3.1	Unit Of Analysis.....	31
3.2	Source And Data Collection Method.....	32
3.3	Research Steps.....	33
CHAPTER IV RESULT AND DISCUSSION		35
4.1	Business Model Of Galeri Vinni	35
4.1.1	Customer Segment.....	35
4.1.2	Value Proposition	36
4.1.3	Channels.....	36
4.1.4	Customer Relationship.....	38
4.1.5	Key Resources	39
4.1.6	Key Activities.....	39
4.1.7	Key Partners	40
4.1.8	Revenue Stream.....	40
4.1.9	Cost Structure.....	42
4.2	Customer Motivation Analysis From Survey Result.....	43
4.3	New Business Model Canvas Of Galeri Vinni.....	45
4.3.1	Customer Segment.....	47
4.3.2	Value Proposition	48
4.3.3	Channels.....	48
4.3.4	Customer Relationship.....	48
4.3.5	Key Resources	49
4.3.6	Key Activities.....	49
4.3.7	Key Partners	49
4.3.8	Revenue Stream.....	50
4.3.9	Cost Structure.....	52

CHAPTER V IMPLEMENTATION PLAN.....	54
5.1. Activity And Implementation Time.....	54
5.2. Performance Measurement.....	55
5.2.1 Economic Aspect.....	56
5.2.1.1 Financial Analysis	56
5.2.2 Non-Economic Aspects	59
5.3 Mitigation Plan	61
Bibliography.....	62
Appendix 1	65
Appendix 2	67
Appendix 3	72
Appendix 4	79