



INTISARI

Penelitian ini bertujuan untuk merancang model bisnis (Cozzy.com) platform produk furnitur dan aksesoris yang inovatif dengan penambahan fitur pengelompokan produk berdasarkan desain, sesuai pesanan, dan ruang pencocokan. Perancangan model bisnis didasarkan pada sembilan komponen model bisnis dari Osterwalder dan Pigneur (2010). Pengumpulan data menggunakan metode wawancara dan survei pada calon pelanggan potensial. Hasil perhitungan akhir pada indikator keuangan berdasarkan nilai *Internal Rate of Return* (IRR), *Net Present Value* (NPV), dan *Payback Period* (PP) menunjukkan bahwa bisnis Cozzy.com layak untuk dijalankan.

Kata kunci: Segmen pelanggan, Proposisi nilai, Saluran, Hubungan pelanggan, Arus pendapatan, Sumber daya utama, Kegiatan kunci, Mitra, Struktur biaya.



ABSTRACT

This research aim to design platform business model furniture and accessory product with increment innovative future organized design product, customized, and matching room. Designing of business model based on nine components business model by Osterwalder and Pigneur. Methode of data mining was conducted through interview and survey to potential customers. The final of calculating financial indicator based on Internal Rate of Return (IRR), Net Present Value (NPV), and Payback Period (PP) showed business Cozzy.com is feasible to run.

Key Words : Customer segment, Value proposition, Channel, Customer relationship, Revenue stream, Key resources, Key activities, Key partner, Cost structure.