

ABSTRACT

Pesen Kuy is one of the delivery services that started its business in 2020 by serving Telkom University students. After the pandemic, this business began to run again. The problem experienced is not achieving the target number of users. There are several causes identified, namely the limited number of couriers and promotional media and Pesen Kuy also does not carry out clear cooperation with businesses in the area around Telkom University. To provide solutions to the problems experienced by Pesen Kuy, a business model redesign will be carried out using lean canvas. There are two sides of consumers served by Pesen Kuy, namely students and business owners around Telkom University. The data collection carried out is by using secondary data obtained from literature studies and by observing students, MSMEs around the Telkom University area and existing alternative tariffs. From the results of the analysis of the collected data, a lean canvas is designed which will then be verified and validated. The verification carried out is to discuss with the research supervisor and owner Pesen Kuy. Furthermore, mock-up design of applications used for the validation process was carried out for students and business owners around Telkom University, which included problem validation and solution validation. From the results of the lean canvas design on the problem block, the problems experienced by students are limited time, a lifestyle that wants to be fast and practical and limited mobility, while for business owners they want to respond to the student lifestyle. Unique Value Proposition is to have a flat shipping cost for four orders at a time that have close proximity.

Keywords - Delivery service, Pesen Kuy, Lean Canvas, Business Model