Name Of Business: BPW Kirana Tour and Travel Creators: UPW Semester 1B

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| --- | --- | --- |
| INPUT | PROCESS | OUTPUT |
| Hotel  Maskapai Penerbangan  Kedutaan/Embassy  Guide  PO Bus  Restoran / Katering  Operator Wisata | Snorkeling to Karimun Jawa  Penyewaan Transportasi  Tour Guide  Penjualan Tiket  Hotel Reservation  Visa Aplication | Tamu / Pelanggan  Wisatawan |

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| **Key Partner**  Hotel  Maskapai Penerbangan  Kedutaan/Embassy  Guide  PO Bus  Restoran / Katering  Operator Wisata | **Key Activities**  Daily Posting All Socmed  Endors  Paid Promote  Travel Fair  Posting Website  Story and broadcast  Personal coms  Sales Call/Visit | **Value Preposition**  Eco friendly TT  Pelayanan Cepat  Harga terjangkau  Pelayanan yang ramah  Armada yang baik/baru | | **Consumer Relationship**  Membership  Diskon Promo hari2 tertentu  Pemberian Merchandise  Hampers ke Perusahaan | **Customer Segment**  20-30 Tahun  Karyawan Swasta dan BUMN  Rombongan Besar  4.5jt-6jt |
| **Key Resources**  Akun Socmed  Konten  Domain Website  Nomor Whatsapp & Kontak  Transportasi | **Channel**  Tiktok  Instagram  Facebook  Website  Whatsapp  Twitter  Youtube  Brosur/Flyer |
| **Cost Structures**  Cost Socmed Advs  Endors Fee  Promote Fee  Travel Fair Cost  Pembelian Domain  Pulsa  Uang transport  dll | | | **Revenue Streams**  Product Sales  Tips  Commission  Etc. | | |

Customer Segment

Value Prepositions

Job

Gain

Pain

Gain Creators

Pain Reliefers

Product &

Service