

ALLSPORTS 49 ONLINE STORE BUSINESS DEVELOPMENT USING SWOT ANALYSIS AND CANVAS BUSINESS MODEL DURING COVID 19

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Abstract

Sport is a positive activity in an effort to maintain physical fitness. In addition to maintaining a balanced diet, exercise is one of the best ways to provide health to the body. This is also an opportunity for business people to sell various kinds of sports equipment, such as sportswear, sports shoes, balls, rackets, and other sports equipment. This study aims to examine the application of the canvas business model at the Allsports 49 Online Store. This study uses a descriptive research method which in this study aims to: to investigate a condition, situation, or other event, then the results will be presented in the form of a research report). The result of this research is that allsport 49's business development can be continued online during this pandemic, start developing business and improving the quality of services. Suggestions for this business

to continue to grow in this covid 19 period is to increase the ability in mastering technology to make it easier to develop this online business.

Keywords: Business Development, Business Model, Canvas, SWOT Analysis

Preliminary

Sport is a positive activity in an effort to maintain physical fitness. In addition to maintaining a balanced diet, exercise is one of the best ways to provide health to the body. Sports can be done anywhere and anytime, can be done alone or in groups. There are many types of sports that are of interest to various groups such as football, basketball, swimming, and so on. One of the efforts to support sports activities is to provide sports equipment facilities. This is also an opportunity for business people to sell various kinds of sports equipment, such as sportswear, sports shoes, balls, rackets, and other sports equipment. Along with the development of technology in the business world, now business owners can open their business stores in two ways, namely offline by opening a store so that buyers can see the goods directly before buying, or online where buyers do not have to bother leaving the store. home and can rely on an application on a smartphone or through a browser on the internet, then payment is made cashless and the goods purchased will be sent via courier. Currently, there are many e-commerce stores that provide sports equipment, making it easier for people to buy sports equipment without having to go to the store. For current conditions, online purchases are very popular with the public. home and can rely on an application on a smartphone or through a browser on the internet, then payment is made cashless and the goods purchased will be sent via courier. Currently, there are many e-commerce stores that provide sports equipment, making it easier for people to buy sports equipment without having to go to the store. For current conditions, online purchases are very popular with the public. home and can rely on an application on a smartphone or through a browser on the internet, then payment is made cashless and the goods purchased will be sent via courier. Currently, there are many e-commerce stores that provide sports equipment, making it easier for people to buy sports equipment without having to go to the store. For current conditions, online purchases are in great demand by the public.

In the 2020-2021 period, Indonesia is faced with the Covid-19 pandemic which has changed almost the entire structure of community activities, especially sports. One very real impact is the temporary cessation of sports activities both indoors and outdoors that cause crowds. This has an impact on sports venues such as gyms, courts and swimming pools, which have had to stop their activities. Even so, people can still do sports as long as they comply with health protocols.

During the pandemic, many people turn to sports at home such as gymnastics and light exercise. This must be done to maintain physical fitness, especially during the pandemic. The impact of the Covid-19 pandemic certainly has its own impact on sports equipment business players, both positive and negative impacts. At a time when many business sectors were forced to go out of business, as well as many sports facilities that had to be closed during the pandemic, the sports equipment business gave its own impression in dealing with this pandemic situation. This study aims to find out how to develop the allsport 49 online store business using the canvas business model during this covid 19 period.

Literature Review

Business development

The development of a business is the responsibility of every entrepreneur or entrepreneur who requires foresight, motivation and creativity. If this can be done by every entrepreneur, then there is great hope to be able to turn a small business into a medium business and even into a big business. franchise. But what needs to be considered is where the business direction will be taken. Therefore, a development is needed in expanding and maintaining the business so that it can run well. To carry out business development, support from various aspects is needed, such as in the fields of production and processing, marketing, human resources, technology and others.

Decision making is one of the important factors that affect the development of a business in its sustainability. According to [1], the decision is the end of the process of thinking about a problem to answer the question of what should be done to overcome the problem by making choices on an alternative. Selection on the basis of logic or consideration, several alternatives to choose, the best is getting closer to the goal to be achieved [2] The model is an abstraction, certain elements that can help analyze decisions [3]

COVID-19 Progress

At the beginning of 2020, Indonesia became one of the countries affected by COVID 19. Its spread is so fast and difficult to control, causing this virus to be categorized as a pandemic by the World Health Organization (WHO). Since the emergence of COVID 19, it has caused many fatalities and had a massive impact on the large industrial sector to the home industry on the wheels of the economy both domestically and abroad. This is done by the government and the community in mutual cooperation in preventing the spread and recovery of infected victims by improving health protocols, vaccinations and policies such as Large-Scale Restrictions (PSBB) to Large-Scale Restrictions (PPKM) to suppress the spread of COVID 19.

In addition to the negative impacts caused on the other hand, along with efforts to prevent covid, a new lifestyle has begun to develop in society. Concern for health is increasing. one of which we can analyze from the increase in public interest and activity towards sports. The results of [4, 5] state that exercise has an effect on the 2019 corona virus disease (COVID-19). The effects obtained when doing sports are to improve the immune system, metabolic health, cardiovascular function, muscle strength and mental health

SWOT analysis

SWOT analysis includes efforts to identify the strengths, weaknesses, opportunities, and threats that determine the company's performance. External information about opportunities and threats can be obtained from various sources, including customers, government documents, suppliers, banking circles, partners in other companies. Many companies use agency scanning services to obtain newspaper clippings, internet research, and analysis relevant to domestic and global trends [4, 6].

Table 1

SWOT analysis

| SW Overtime | STRENGTH Determine 5-10 internal strength factor | WEAKNESS Determine 5-10 factors of internal weakness |
|--|--|--|
| OPPORTUNITY Determine 5-10 external opportunity factors | SO Strategy Using strength to take advantage of opportunities | WO Strategy Create strategies to minimize weaknesses to take advantage of opportunities |
| THREAT Determine 5-10 external threat factors | ST strategy Create strategies that use strength to overcome threats | WT Strategy Create strategies that minimize weaknesses and avoid threats |

Business Model Canvas

The Business Model Canvas is one way to find out 9 important elements in a company that will be used as a benchmark for business development. [7], Description of this Canvas Model is divided into 9 elements, namely:

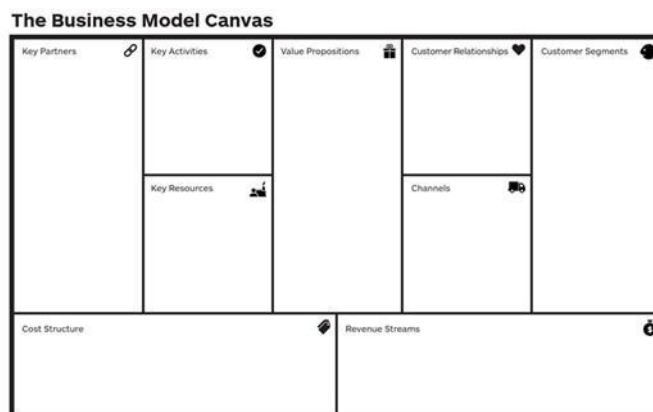


Figure 2. Model: Business Model Canvas
Source: <https://www.strategyzer.com>

- a) Customer segments (groups of people/organizations served by the company).
- b) Value proposition (proportion of value/benefit that the company wants to provide to customers).
- c) Channels (how the company reaches its consumers)
- d) Customer relationship (how a relationship is established whether it is long term or not).
- e) Revenue streams (company potential or other sources of income).
- f) Key resources (resources owned by the company to run the IMB can be controlled or inadequate).
- g) Key activities (various company activities).
- h) Main partnership (partner).
- i) Cost structure (company fees)

Previous research

In [8] research entitled Decision Making Training Using the PACED Method for Business Actors, the decision to use the PACED (Problem, Alternative, Criteria, Evaluated and Decision) method for business actors in Surabaya resulted in: Determining the problem or problem that became the goal, Then look for alternatives to the problem, look for criteria that make it easier for us to make choices, then evaluate them by giving points for each column that connects the alternatives and criteria. Add up the points awarded. The alternative that gets the greatest value is the problem decision [9].

In [10] entitled The Effect of COVID 19 on the sports sector in Indonesia, it was concluded: This corona virus has had a major impact on many vital sectors in the world. The impact of the corona virus pandemic on the world of sports in particular is that various sporting events have been postponed, including automotive, football, golf, tennis, cycling, Olympics, basketball, rugby, athletics, and billiards. In [11] entitled Business Management and the application of SWOT analysis in business practice, resulting in: application of business management and SWOT analysis in business practice. That every business activity or business, whether large or small, requires good management.

Research methodology

Descriptive research is a research method that describes the characteristics of the population or phenomenon under study. So that this research method is the main focus is to explain the object of research. So answer what events or phenomena happened. Research is an effort to develop knowledge, develop and test theories. In relation to knowledge development efforts, there are five steps for developing knowledge through research, namely: (1) identifying research problems, (2) conducting empirical studies, (3) replicating or repeating, (4) integrating (synthesizing) and reviewing, and (5) using and evaluating [12, 13].

Descriptive qualitative research as expressed by [14] is a research method based on the philosophy of postpositivism which is used to examine the condition of natural objects (as opposed to experiments) where the researcher is the key instrument of the data collection technique carried out. with trigulation (combined), data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalization. Qualitative descriptive research aims to describe, describe, explain, explain and answer in more detail the problem to be studied by studying as many individuals, groups or events as possible. Research with a qualitative approach is more sensitive and adapts to the co-management of the value patterns encountered.

The purpose of this descriptive research is to describe, explore, translate and interpret the data found in the field, in the form of photo documentation, archival documents, dialogues and events during the research.

Data collection techniques are the methods used by researchers to obtain data in the field. The data collection technique is to record events, things, and all elements of the population that will support or support the researcher [15]. In qualitative research, data collection is carried out in natural settings (natural conditions), primary data sources and in-depth interviews and documentation [16]. Researchers collect data directly and systematically in the field. Researchers record, record data or dialogue, and photograph the behavior, attitudes, growth, development and implementation of character education applied at the research site.

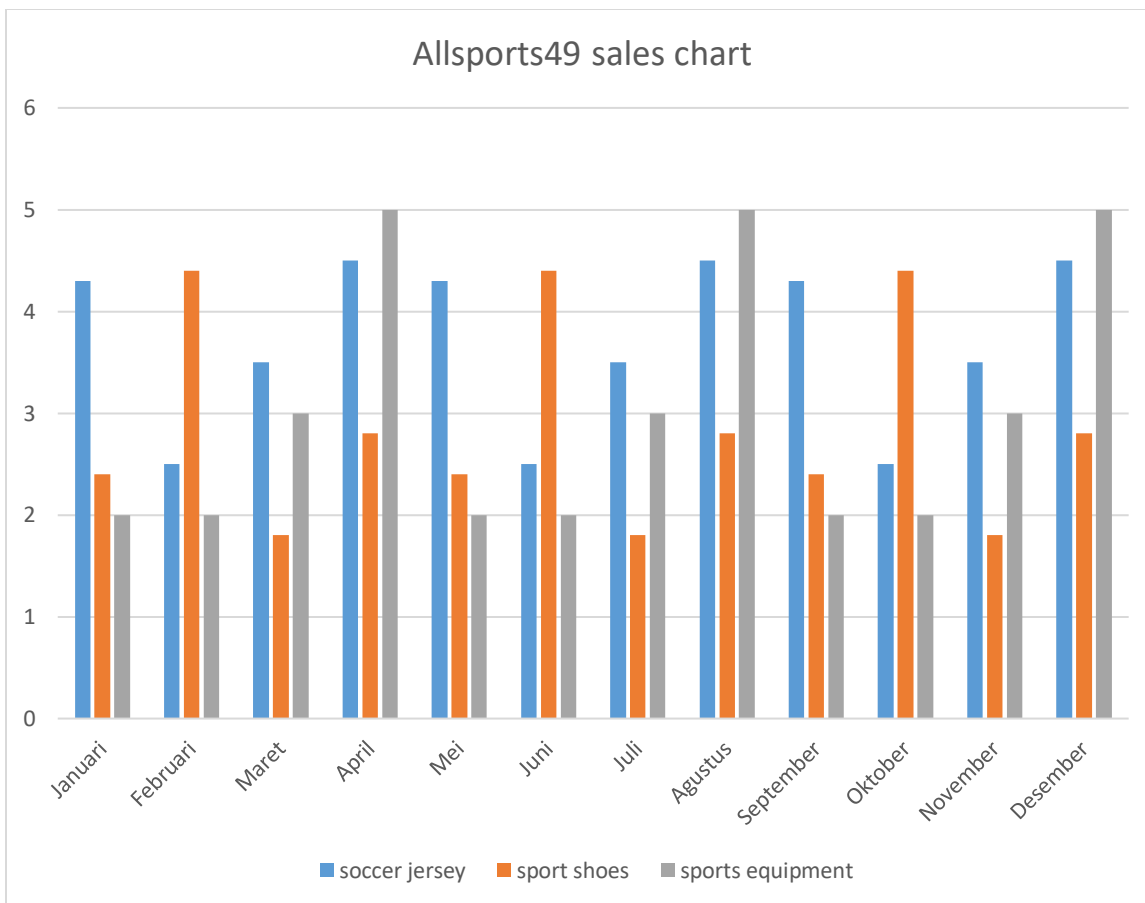
Data processing

The data obtained is Allsports49 data in the last 30 days obtained from the owner's records, then presented on a tube graph as follows:



Figure 3. Data for Allsports49 Last 30 Days

In the last 30 days, statistical data on the Allsports49 marketplace has fluctuated sales and saw an increase in sales in the previous month. If you see a pandemic period like this, Indonesian people are starting to like sports at home to maintain their immune system so they don't get sick easily.



Graph.1 Customer Data for Allsports49

To deal with the spread of COVID-19, it is necessary to take preventive measures in the community. The results of [17] research state that there is a relationship between public knowledge and compliance with the use of masks as an effort to prevent COVID-19. Allsports49 must also educate its employees and customers to follow health protocols and create the Allsports49 concept for compliance with health protocols.

According to [7], the process of developing entrepreneurship begins with innovation. This innovation begins with various factors, both internal and external, such as aspects of education, sociology, organizational culture, and the environment [18]. In addition to adapting and developing according to health protocols, Allsports49 must also have new innovations to bring back customers, one of which is developing the concept of place and focusing on marketing segmentation.

Research result

Based on the analysis of the external and internal environment, the following opportunities and threats can be obtained at Allsports49:

Table 2

Allsports49 External Factors

| External factors | Opportunity | | Threat |
|------------------------|---|-------------|---|
| Technology and economy | Access to buying and selling systems and online payments is getting easier to increase interest in buying goods online. | ☒ ☒ ☒ | The condition of Covid is still difficult to predict. Online fraud reduces customer trust. Imported goods at low prices |
| Social | Public awareness of sports continues to increase market expansion | | The emergence of new competitors with large capital |
| | The many achievements achieved by domestic athletes add to the trend of sports | | Price monopoly by big brands |

Table 3

Allsports49 Internal Factors

| Internal factors | Strength | Weakness |
|--------------------------|--|--|
| Marketing | Good service with high reviews from consumers` | Sales are not widespread in offline stores, only in Bandung |
| `Finance | Consumption profits are reallocated to capital which further increases inventories and turnover of goods. | Financial data recap is still manual. Not yet using an integrated system. |
| Production and Operation | The production site is close to the store, minimizing out of stock orders that fail due to out of stock. | The shop is still not spacious and the layout of the room is still not neatly arranged |
| Management | The employee selection process is carried out with high morale as the basis for employee performance and honesty | The small number of employees makes multi-tasking still exist in the work environment |

Table 4

SWOT Matrix for Allsports49

| HARD WORK | Strength | Weaknesses |
|---|---|---|
| | Undoubted product quality in sports Many brands and variants of sports equipment All products that can be ordered online Provide 3 days warranty for all products | Products that are only devoted to the volleyball field Relatively exclusive product prices New store locations in 2 places in Bandung |
| Opportunity (Opportunity) People who started to like volleyball Consumers who are more concerned with quality than price People who really need exercise to increase their immunity Volleyball products that are still rarely found | SO Strategy Start to develop business and improve quality and service Opened volleyball practice facilities for children Introducing products with contemporary designs Become a volleyball tournament sponsor in promotion | WO Strategy Expanding sports equipment in other fields Making long term plans Allsport49 Improve product quality Develop outlets to open in various cities in Indonesia |
| Treatment (Threats) Many illegal products carry the allsports49 brand. Many designs are plagiarized Lots of competitors selling volleyball equipment with big shops like Barcelona, etc. | ST strategy Start growing your business and improve quality and service Opening of volleyball training facilities for children Introducing products with contemporary designs Become a volleyball tournament sponsor in promotion | WT strategy. Start increasing sales of sports equipment in other fields Fixed a system lacking in Allsports49 |

The Business Model Canvas concept is used to describe, visualize, assess and transform business models into a common language through tools in the form of canvas sheets which are divided into nine business model building blocks, namely:

Table 5

Allsports49 Business Canvas Model

| Main Partner | Main activities | Score | Customer Connection | Customer Segments for |
|---|---|--|---|--|
| <ul style="list-style-type: none"> • Supplier of fabric, yarn, and others. • Festival events and bazaars. | <ul style="list-style-type: none"> • Designing and sewing clothes. • Marketing. • Production and management. | Comfortable Proportiton <ul style="list-style-type: none"> • Provide sports equipment. • Excellent material. • Can order as desired. | <ul style="list-style-type: none"> • 10% discount for custom made and wholesale. • Refund according to regulations. • Big sale | <ul style="list-style-type: none"> • The target of the business is the age range of 12-40 years |
| | Key source <ul style="list-style-type: none"> • Joint capital. • HR 4 people | | channel <ul style="list-style-type: none"> • Direct sales in stores. • Online sales through social media and marketplace. | |
| Fee Structure Salary of 4 employees Product preparation Shop rental Promotion fee | | | Income Stream ☑ Sales of sports equipment in shops. | |

a. Customer segment

The business targets are hobby and sports traders, namely men and women aged 12-40 years

b. Value Proposition

Allsports49 provides sports clothing and shoes for men and women with contemporary models, Providing volleyball court sports equipment with quality materials used with different characters from products with other brands. And the order is as desired.

C. channel

Allsports49 conducts direct sales at the Allsports49 store and sales by utilizing social networks through social media accounts and the Allsports49 marketplace.

d. Consumer Relations

Allsports49 provides a 10% discount for custom made and wholesale goods, by providing a refund service if the goods that arrive do not match or are damaged (only online stores) according to the provisions, and Allsports49 holds a bazaar every six months.

e. Income Stream

Allsports49 sells clothing, shoes and other sports equipment by having employees who are trained in providing services to consumers at Allsports49 directly in stores and consumers through online stores

f. Key source

Allsports49 was founded on a joint capital basis, and has a workforce of 4 people with the skills to provide services to consumers directly or online through the Allsports49 marketplace.

G. Main activities

Allsports49 designs and sews clothing, designs and manufactures self-branded shoes, buys and resells products under other brands, promotes products on social media and sells Allsports49 products in stores as well as on social media and marketplaces.

H. Ultimate Partnership

Allsports49 is looking for suppliers of fabrics, yarns, etc. In addition, Allsports49 cooperates with festival organizers and clothing bazaars, and others.

Conclusion

The results of the research we have done can be concluded that access to buying and selling systems and online payments is getting easier to increase interest in buying goods online. Public awareness of sports continues to increase market expansion. Start developing business and improve quality and service, Limited use and mastery of technology.

Suggestion

Based on the results of our research, we provide suggestions Start increasing sales of sports equipment in other fields, There is an increase in the ability to use and master limited technology

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