



## The Implementation of Social Business Model Canvas on Mie Qta

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### ABSTRACT

The purpose of this study was to find out how to implement the social business model for the Mie Qta business. Mie Qta is a business in the F&B (food and beverage) industry that has been established since 2018 and is located in the South Tangerang Region. Mie Qta's initial business model is a general business model that has been widely used by other businesses. Mid-2020 Mie Qta began to remodel its business model into a social business model that started with a collaboration with one of the fundraiser communities in Jakarta (Goodsforgood) to raise funds for medical personnel treating COVID-19 victims. Seeing the planning of Mie Qta in implementing the Social Business Model Canvas, it is necessary to do research on the social business model that aims to find out how to implement the social business model for the Mie Qta business.

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## 1. INTRODUCTION

The business model is the basic thing in building a business, where the business model includes important aspects that are able to provide an overview of the business. A business model is one way of defining a company's offering to other economic actors (Acquier, 2019). In addition, the business model is also used to answer how the company defines what its business is from a strategic management perspective.

Therefore, the business model is an integration of four interrelated basic elements or submodels, namely the exchange model, organizational model, resource model, and financial model.

The business model has several types, one of which is a collaborative business model with social goals. The application of a business model that can have a social impact is one of the actions that can provide change in business that is why the creation of a social business model or Social Business Model. According to Albinsaid in Tenrinippi (2019) The definition of a social business model is a structure, design, or framework that social entrepreneurs follow to bring about positive change while maintaining healthy financial results. So, it can be concluded that the social business model is a business model that combines social aspects in order to have a social impact but still maintain sales in the business.

In carrying out a social business model, of course, it is necessary to have a Social Business Model Canvas or social business model canvas, namely a business model canvas that has components that lead to a social component and has 15 components unlike business model canvas in general, these components include: Social Mission , Systems Thinking" & "Impact Gap Analysis, Key Stakeholders, Relationship, Channel, Social Value Proposition, Social Impact

Measurement Strategy, Key Activities: activities in Mie Qta's social mission, Key Resources, Key Delivery Partners, Competitors and Coopetition, Macro Environment, Costs Programs, Products or Services, Fundraising, Surplus Reinvestment or Donation, Revenue: Funding (grants/donations/awards) and Tradable Income.

Social business has very good prospects for the company and also for the surrounding area (Merangga, 2019) this is the reason why Mie Qta has switched its business model to a social business model in order to contribute to the environment. Mie Qta is a business in the F&B (food and beverage) industry that has been established since 2018 and is located in the South Tangerang Region. Mie Qta's initial business model is a general business model that has been widely used by other businesses. Mid-2020 Mie Qta began to remodel its business model into a social business model that started with a collaboration with one of the fundraiser communities in Jakarta (Goodsforgood) to raise funds for medical personnel treating COVID-19 victims. Seeing the planning of Mie Qta in implementing the Social Business Model Canvas, it is necessary to do research on the social business model that aims to find out how to implement the social business model for the Mie Qta business.

## 2. METHODS

In the planning stage of implementing the Social Business Model Canvas, there are several things that need to be done, namely determining the hypothesis in the Mie Qta social business model, then testing its suitability so that it obtains changes that are more directed to the social business model, then verifying the social business model that was previously planned.

The method used is a descriptive method with a case study approach to provide an

overview and information regarding the implementation of the Social Business Model Canvas in the Mie Qta business. The Social Business Model Canvas has several business components that need to be adjusted again from the implementation of the previous business model, so to obtain the information needed, the researcher conducted interviews with the Mie Qta business owner regarding the suitability of the components in the Social Business Model Canvas. These components include:

1. Customer segment: determining consumer segmentation,
2. Value proposition: estimating consumer needs based on identification in the customer segment,
3. Customer relationship: the relationship between Mie Qta and consumers,
4. Channel: media liaison between Mie Qta and consumers,
5. Revenue stream: business income derived from the customer segment,
6. Key resource: the main business resources needed to create a business model,
7. Key activities: Mie Qta business activities,
8. Key partners: partnership relationship from suppliers,
9. Cost structure: costs that come out of the Mie Qta business.

After adjusting the components above, then verify the business model by seeing what problems are happening and how Mie Qta is able to provide solutions to these problems.

### 3. RESULT AND DISCUSSION

The social problem that Mie Qta wants to overcome is the problem of unemployment which is still very high in Indonesia, this makes Mie Qta want to contribute to its handling by implementing the program "Best

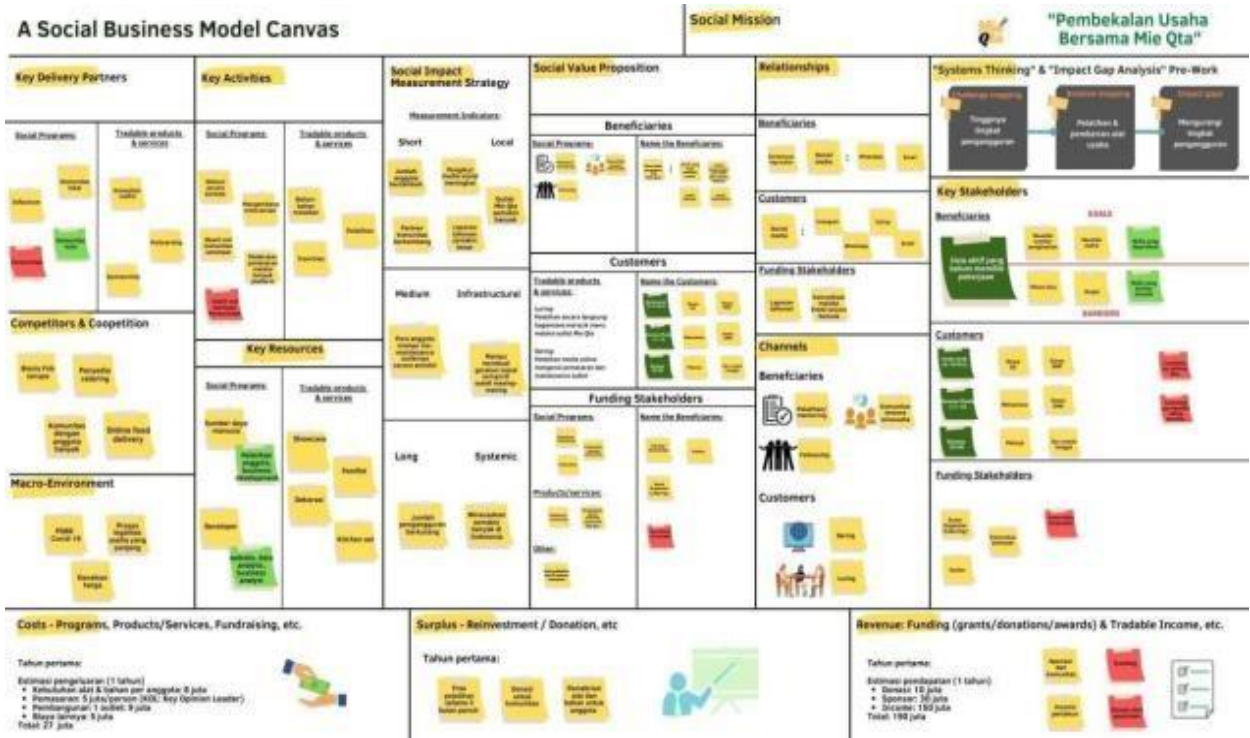
Business Briefing with Mie Qta" which in this program includes training in stages from the basics of doing business. or mentorship to cooking training. Of course, many parties are needed such as volunteers, donations, sponsors, etc. to advance this program.

In this Social Business Model Canvas there are several different components from business models in general, these components are:

1. Social Mission: the social mission that Mie Qta wants to create,
2. "Systems Thinking" & "Impact Gap Analysis": analysis of problems and possible solutions,
3. Key Stakeholders: the main parties who have an interest in Mie Qta,
4. Relationship: the relationship between Mie Qta with partners, and consumers,
5. Channel: media liaison between Mie Qta with partners and consumers,
6. Social Value Proposition: values in the social mission carried out by Mie Qta,
7. Social Impact Measurement Strategy: strategy measurement in social impact conducted by Mie Qta,
8. Key Activities: activities in Mie Qta's social mission,
9. Key Resources: the main resources of Mie Qta,
10. Key Delivery Partners: Mie Qta main partner,
11. Competitors & Coopetition: competitors who have a similar business model,
12. Macro-Environment: external/external factors that affect Mie Qta
13. Costs - Programs, Products/Services, Fundraising: costs required to carry out the Mie Qta social program,
14. Surplus - Reinvestment / Donation: surplus/amount of income is greater than total expenditure,

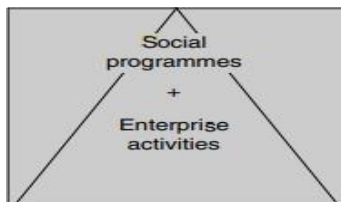
15. Revenue: Funding (grants/donations/awards) & Tradable Income: income or grants obtained by Mie Qta.

Here are the new components in the Social Business Model Canvas Mie Qta (refer to **Figure 1**).



**Figure 1 Social Business Model Canvas Mie Qta**

Based on Alex Nicholls' book entitled "Social Entrepreneurship: New Models of Sustainable Social Change," social business models are divided into three types, namely embedded social enterprises, integrated social enterprises, and external social enterprises. Of the three business models, according to the researcher, the embedded social enterprise social business model with an employment model business model is suitable to be applied as a business model for the problems that occur (refer to **Figure 2**).



**Figure 2 Embedded Social Enterprise**

Embedded social enterprise is a business activity and social program that runs as a unit which is bound by the recipient of social services related to the operations of the social business business activity. As for the business model, namely the employment model, it is a business model that provides job opportunities and training to the population or target as well as people who are hindered from getting a job (refer to **Figure 3**).

For this reason, the solution that Mie Qta can provide is the application of a social business model in the form of training and empowerment for people who do not have jobs and want to build businesses.

### Social Enterprise Models

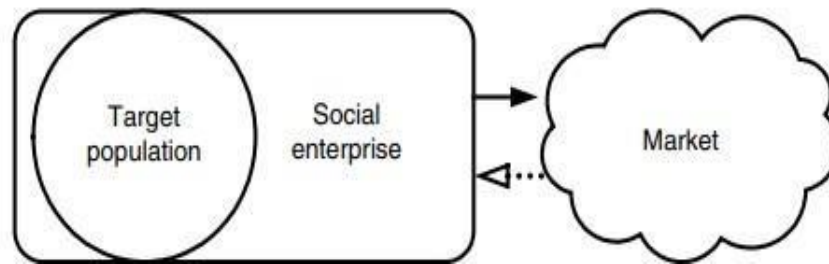


Figure 3. Employment Model

#### 4. CONCLUSION

The Social Business Model Canvas and the application of the Embedded social enterprise and employment model are types of social business models that are suitable to be applied as a solution to the problem of increasing unemployment rates in Indonesia. Solutions that can be provided based on the social business model are in the form of training and empowerment for active age groups who do not have a job but have the desire to open a business with social programs that include training in stages from basic business or mentorship to cooking training provided by Mie Qta.

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