

ABSTRACT

The development of the business industry in Indonesia is experiencing growth, this is evidenced by the increasing number of retailers in Indonesia. But it also creates increasingly fierce retail business competition, making traditional retailers also have to think of appropriate strategies to compete with other modern retailers. The research aims to build MyPartner startups as a new solution that can help and manage grocery retail business data in its business activities. . The development of MyPartner here focuses on the realm of business processes and the functionality that exists in the web features under the framework presented in the form of a visual Business model canvas. Data collection in building MyPartner is done quantitatively. The subjects of this research are conventional distributors, retailer outlets, wholesalers, and grocery stores. The conceptual method was chosen because it can illustrate the relationship between the factors that influence the conditions and shows the main direct and indirect threats to the target market segment. The design analysis focuses on defining business needs and system priorities to be developed at the MyPartner startup. The results of this study are needed to ascertain the problem and determine the best solution for satisfaction of MyPartner products when adopted by prospective users.

Keywords: MyPartner, retailer, monitoring, conventional, startup