

ABSTRACT

In the last two years, the Covid-19 pandemic has hit many countries, including Indonesia, so the Indonesian government has imposed restrictions on public social activities to avoid direct physical contact transmission in public. The impact of this is that many parties are harmed, including small businesses, so many businesses are starting to rise by changing the way of selling, namely by using the internet. In contrast to this phenomenon, one of the entrepreneurs in the Cibaduyut Shoe Center area, namely D'Wan Shoes, still sells conventionally by implementing the Business to Business system (B2B). Therefore, the purpose of this research is to develop and map a new business strategy for D'Wan Shoes using a Smart Business Map. The method used in this research is descriptive qualitative analysis by analyzing the Playing Field and Market Landscape sections of D'Wan Shoes.

Based on the results of the research that has been done, it can be seen that the results of the questionnaire still have shortcomings that must be addressed or evaluated to be clearer and well structured. The conclusion of this study after analysis and evaluation, a Smart Business Map (SBM)-based business strategy in terms of the Playing Field and Market Landscape for D'Wan Shoes, namely conducting market research before launching the product, expanding the target market to all over Indonesia, making product innovations such as shoe models and sales methods, namely providing custom services. If things happen that are beyond D'Wan Shoes' control, such as government policies, changes in technology and consumer behavior, D'Wan Shoes needs to prepare alternative ideas or adapt to these changes. D'Wan Shoes can take advantage of the production process to become the company's value proposition to compete with competitors. Planned campaigns and promotions will be carried out through social media by conducting paid promotions from features that already exist in several applications (Facebook Ads, Instagram Ads, Tiktok Ads), then using endorsement services from influencers. To make it easier for consumers to get D'Wan Shoes products, they must have an online store in the marketplace or company social media accounts.

Keyword : Smart Business Map, Business Strategy, Shoes.