

DAFTAR TABEL

Table 1 1 Data Penjualan Redbox Frozen Food Periode 2024.....	5
Table 1 2 Data Perbandingan Redbox Frozen Food Dengan Kompetitor.....	6
Tabel 3 1 Karakter Penelitian	32
Tabel 3 2 Panduan Pertanyaan <i>Value Proportion Canvas</i>	37
Tabel 3 3 Panduan Pertanyaan <i>Business Model Canvas</i>	40
Tabel 3 4 Variabel Analisis Lingkungan Bisnis	43
Tabel 3 4 Rancangan Narasumber Penelitian.....	47
Tabel 4. 1 Data Informan	53
Tabel 4. 2 <i>Business Model Canvas (Customer Segment)</i>	72
Tabel 4. 3 <i>Business Model Canvas (Value Proposition)</i>	73
Tabel 4. 4 <i>Business Model Canvas (Channels)</i>	74
Tabel 4. 5 <i>Business Model Canvas (Customer Relationship)</i>	75
Tabel 4. 6 <i>Business Model Canvas (Key Resources)</i>	76
Tabel 4. 7 <i>Business Model Canvas (Key Activities)</i>	77
Tabel 4. 8 <i>Business Model Canvas (Key Partnership)</i>	77
Tabel 4. 9 <i>Business Model Canvas (Cost Structure)</i>	78
Tabel 4. 10 <i>Business Model Canvas (Revenue Streams)</i>	79
Tabel 4. 11 <i>Business Model Canvas</i> Redbox Frozen Food Saat ini	79
Tabel 4. 12 <i>Business Model Canvas</i> Redbox Frozen Food Usulan.....	105