

Empowering Futures: a Business Model Canvas (BMC) Approach to Enhancing Productivity in Retirement for KMS PT Indofood CBP Sukses Makmur Tbk. Cooperative Members

Santi Rimadias

Program Studi Manajemen, STIE Indonesia Banking School

Corresponding Author: Santi Rimadias santi.rimadias@ibs.ac.id

ARTICLE INFO

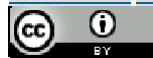
Keywords: Business Model Canvas, Training, Retirement Preparation

Received : 19, November

Revised : 21, December

Accepted: 23, January

©2024 Rimadias : This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Self-development can help employees to stay productive in retirement. One of the training that can help develop employees to prepare for retirement is Business Model Canvas (BMC) training. The purpose of the implementation of community service is BMC training to prepare for the retirement of KMS Cooperative members of PT Indofood CBP Sukses Makmur Tbk. The method used is in the form of training. The success indicator in the implementation of this BMC training program is that 80% of trainees can compile a planned and measurable business plan. The training results show that almost 100% of trainees can develop a planned and measurable business plan that is expected to support them to remain active and productive after retirement.

INTRODUCTION

Retirement can provide an opportunity for a person to identify new goals in life. One of the most significant life transitions is retirement, which causes adjustments to daily schedules and time availability, which can result in modifications to physical activity (Pulakka et al., 2020). When people retire, in line with activity theory, they often need to find another activity to replace work (Socci et al., 2021). Compulsory retirement is a condition in which a worker holding a certain job or position is required by industry or law to leave his job or retire because he has reached a certain age (Mar et al., 2020). Increasing life expectancy has been one of the major advances in the world and this is also experienced by today's elderly who feel much healthier and feel younger than individuals of the same age in previous generations. One consequence of this change is that retirement age is often not linked to biological age (Mar et al., 2020).

Employees who receive personal development training can find new purpose in life by exploring their interests and potential. Increased skills and skills can support workers to stay active and productive after retirement. High-quality education and training can increase productivity (Rimadias, 2023). Training is one of the important investments that companies can make to increase productivity (Rimadias et al., 2023). Employees can improve their knowledge and abilities in various areas, including technology, social skills, or entrepreneurial skills. Thanks to this, employees can age happily and more purposefully. Having your own business can be a good way to stay productive and active in retirement. Entrepreneurship training can help employees to develop businesses that match their interests and skills. To develop a business, it is necessary to understand how to prepare a measurable and effective business plan. Preparation of a measurable and effective business plan can use the Business Model Canvas approach (BMC).

The Business Model Canvas (BMC) is a strategic management tool that provides a visual framework for developing, describing, and analyzing business models. BMC was introduced by Alexander Osterwalder and Yves Pigneur in their book "Business Model Generation" (Nur Indah S K, 2020). A business model canvas is a business model that shows the reasons for how a company produces, delivers, and collects value (Sari & Inggriantara, 2020). Businesses can use BMC as a useful tool to comprehend, apply, and assess their business models (Ningsih et al., 2023). A robust company development strategy is intended to be mapped out using the nine blocks of business activity categories that make up the company Business Model Canvas (BMC), which are as follows: 1) Customers Segment: You have to decide who you will serve when you wish to start a business. Consumer behavior, psychographics, demography, and geography can all be used to segment the consumer market; 2) Value Proposition, or the advantages the company provides to the client segment it serves. The chosen client segment will be impacted by this value proposition, or vice versa; 3) Channels: they are ways to communicate value propositions to the target client segments. The channel has multiple phases, from raising client awareness to providing post-purchase assistance; 4) The fourth and most important component is the revenue stream, which is how the company is paid by clients.

While some businesses might not derive their revenue from direct clients; 5) The fifth component is Customers Relationship, which refers to how a business keeps in touch with its consumers; 6) Key Activities: The organization's main efforts to develop a value proposition are represented by these elements; 7) Key Resources: These are company-owned assets that are necessary to fulfill the value offer. These resources typically take the shape of human resources, technology, apparatus, channels, and branding; 8) Key Partnerships are resources that are utilized to carry out value propositions. Key partnerships include joint ventures, outsourcing, joint operations, and strategic alliances; 9) Cost structure is the breakdown of expenses incurred in running the business in order to achieve the value proposition that will be offered to clients. The secret to the organization's profit is an efficient cost structure. Employees who continue to develop themselves personally can continue to be active and productive when entering retirement. The Business Model Canvas (BMC) training program can help prepare KMS Cooperative members of PT Indofood CBP Sukses Makmur Tbk. to remain active and productive entering retirement.

IMPLEMENTATION AND METHODS

Material

The Business Model Canvas (BMC) is a strategic management tool that provides a visual framework for developing, describing, and analyzing business models, introduced by Osterwalder and Pigneur. BMC introduced several fields including the following (Salum et al., 2019):

1. Produk – Value proposition;
2. Client Relationships – Channels and Customer Relationships;
3. Infrastructure management – Key Resources and Key Activities;
4. Financial Aspects – Cost Structure and Revenue Stream.

By using the canvas method, business actors can understand how their business develops. In addition, BMC is easily modified, so changes can be directly observed in the context of individual business objects. BMC typically consists of nine main building blocks, namely Customer Segment, Value Proposition, Channel, Customer Relationship, Revenue Stream, Key Resources, Key Activities, Key Partnerships, and Cost Structure. BMC is effectively used because it identifies the most important elements for the development of the company while creating a solid plan and making it sustainable (Jayanti & Sardanto, 2023).

Location and Trainees

Training activities for the Retirement Preparation Period (MPP) were organized by Edukasindo Utama for KMS Cooperative members, PT Indofood CBP Sukses Makmur Tbk. with the theme "Welcoming the Retirement Period with Happy, Productive and Healthy", located at PT Indofood CBP Sukses Makmur Tbk., Kp. Jarakosta, Sukadanau, West Cikarang, Bekasi, West Java. The training participants are members of KMS Cooperative who are employees of PT Indofood CBP Sukses Makmur Tbk. from various work units. Training participants are employees who are approaching retirement age.

Execution Procedure

At the implementation stage, Edukasindo Utama prepared 30 training participants, consisting of managers and members of the KMS Cooperative PT Indofood CBP Sukses Makmur Tbk. Business Model Canvas (BMC) training is carried out using teaching methods in the form of lectures, discussions, and direct practice guided directly by resource persons. The training is designed to encourage the active participation of all trainees. Modules in the form of a collection of materials were also given to training participants.

Training evaluation is conducted to measure the effectiveness and efficiency of a training program. Business Model Canvas (BMC) training activities have achievement targets listed in Table 1.

Table 1. Training Achievement Target

| No. | Indicators | Achievement Targets |
|-----|--|--|
| 1. | Trainees | The number of participants as many as 30 participants participated in the full training from the beginning to the end of the implementation. |
| 2. | Trainee participation | At least 50% of trainees actively participate in discussions, and hands-on practice during training. |
| 3. | Preparation of Business Model Canvas (BMC) | At least 80% of trainees were able to compile a Business Model Canvas (BMC) using the templates provided. |

Source: Author (2024)

RESULTS AND DISCUSSION

Training Implementation

Retirement Preparation Period (MPP) training is organized by Edukasindo Utama for KMS Cooperative members, PT Indofood CBP Sukses Makmur Tbk. with the theme of Welcoming the Retirement Period "Happy, Productive, Healthy" on September 2, 2023 at PT. Indofood Sukses Makmur at 13.00 - 15.00 WIB. The purpose of the training is that trainees are able to prepare a Business Plan using the Business Model Canvas (BMC) approach. A learning process designed to help individuals and organizations understand, develop, and refine their business models using the Business Model Canvas framework. The Business Model Canvas is a strategic management tool developed by Alexander Osterwalder and Yves Pigneur that provides a visual and systematic way to describe, design, and analyze business models.

The training began with the presentation of material by the resource persons. The resource person explained starting from what drives someone to become an entrepreneur, the basic concepts of Business Model Canvas (BMC), BMC implementation steps, and BMC analysis. Q&A and active discussions took place throughout the training process. The trainees seemed enthusiastic in asking questions and understanding the Business Model Canvas (BMC).



Figure 1. Training for Retirement Preparation for KMS Cooperative Members, PT Indofood CBP Sukses Makmur Tbk.



Figure 2. Presentation of Resource Persons at the Training for the Retirement Preparation Period of KMS Cooperative Members, PT Indofood CBP Sukses Makmur Tbk.

In addition to the material presentation, trainees were asked to practice compiling a Business Model Canvas (BMC). Participants were divided into 6 (six) groups. Each group was asked to determine what business venture would be built and run. Next, each group was asked to compile a Business Model Canvas (BMC) with the given template. After the preparation was completed, each group presented the BMC that had been prepared.

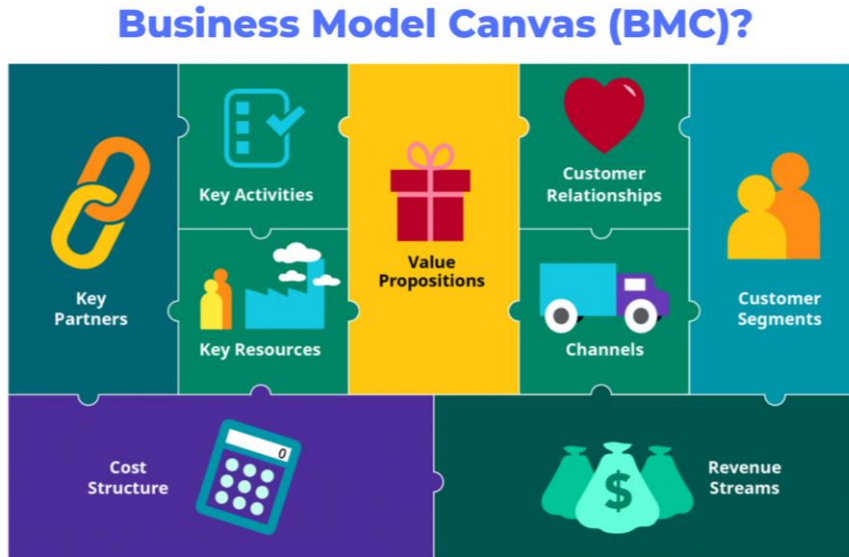


Figure 3. Guidelines for Preparing Business Model Canvas (BMC) in Training Practice

Training Implementation Evaluation

This training activity presented 30 participants who were employees of PT Indofood CBP Sukses Makmur Tbk. who are members of the KMS Cooperative. Trainees are employees who are approaching the retirement period. The results of the evaluation of the implementation of the Business Model Canvas (BMC) training are described in Table 2.

Table 2. Evaluation of Training Achievement Targets

| No. | Indicator | Achievement Targets | Training Results |
|-----|-------------------------|--|------------------|
| 1. | Trainees | The number of participants as many as 30 participants participated in the full training from the beginning to the end of the implementation. | 100% (Achieved) |
| 2. | Trainee participation | At least 50% of trainees actively participate in discussions, and hands-on practice during training. | 80% (Achieved) |
| 3. | Preparation of Business | At least 80% of trainees were able to compile a Business Model Canvas | 80% (Achieved) |

| No. | Indicator | Achievement Targets | Training Results |
|-----|--------------------|-------------------------------------|------------------|
| | Model Canvas (BMC) | (BMC) using the templates provided. | |

Source: Author (2024)

CONCLUSIONS AND RECOMMENDATIONS

Retirement can provide an opportunity for a person to identify new goals in life. A new goal in life can be to build a business venture. In building a business, it is necessary to understand the preparation of the Business Model Canvas (BMC). BMC preparation training is intended for members of the KMS Cooperative members of PT Indofood CBP Sukses Makmur Tbk. who are approaching retirement age. The training is located at PT Indofood CBP Sukses Makmur Tbk., Kp. Jarakosta, Sukadanau, Cikarang Barat, Bekasi, West Java. Understanding BMC and starting a business, is expected to support trainees to remain active and productive when entering retirement. In the future, it is expected that training participants will be able to maintain consistency in learning and structuring businesses and using BMC

ACKNOWLEDGMENT

Thank you to Edukasindo Utama as the organizer of training activities for the retirement preparation period of KMS Cooperative members of PT Indofood CBP Sukses Makmur Tbk. Acknowledgments are also conveyed to the managers and members of the KMS Cooperative PT Indofood CBP Sukses Makmur Tbk. who participated in the training event enthusiastically and very well from the beginning to the end of the event.

REFERENCES

- Jayanti, R. D., & Sardanto, R. (2023). Tourism Business Model Canvas: Optimizing Travel Experience and Sustainability. *The 5th Internasional Conference On Religious And Cultural Sciences*, 129-139. <https://increcs.pri.or.id/index.php/PPRI-INCRECS/article/view/118/112>
- Mar, C., Victoria, P., Hermosilla, C., & Lorena, P. De. (2020). *behavioral sciences Retirement or no Retirement ? The Decision ' s E ffects on Cognitive Functioning , Well-Being , and Quality of Life*.
- Ningsih, R., Wijaya, F., & ... (2023). Analysis of business development using a business model canvas approach. *Journal of Management ...*, 6(1), 117-124. <https://exsys.iocspublisher.org/index.php/JMAS/article/view/208%0Ah> <https://exsys.iocspublisher.org/index.php/JMAS/article/download/208/128>
- Nur Indah S K, R. I. S. (2020). Planning Business Model Canvas With Swot Method At Xyz Institute. *Dinasti International Journal of Digital Business Management*, 1(5), 781-793. <https://doi.org/10.31933/dijdbm.v1i5.483>

- Pulakka, A., Leskinen, T., Suorsa, K., Pentti, J., Halonen, J. I., Vahtera, J., & Stenholm, S. (2020). Physical Activity across Retirement Transition by Occupation and Mode of Commute. *Medicine and Science in Sports and Exercise*, 52(9), 1900–1907. <https://doi.org/10.1249/MSS.0000000000002326>
- Rimadias, S. (2023). Application of the 5S Kaizen Method to Increase Productivity in Kuningan Timur Village, Jakarta City. *MANAGER: Journal of Management and Administration Science*, 2(1), 23–31. <https://doi.org/10.58738/manager.v2i1.376>
- Rimadias, S., Rasyid, S., & Hertingkir, F. (2023). 5S Kaizen Untuk Meningkatkan Produktivitas Kader PKK Kelurahan Pondok Bambu Jakarta Pada Budidaya Tanaman Pangan. *Jurnal Budaya Mandiri*, 5(1), 1–10.
- Salum, F. A., Coleta, K. G., Rodrigues, D. P., & Lopes, H. E. G. (2019). The Business Models' Value Dimensions: An Analytical Tool. *Revista Ibero-Americana de Estratégia - RIAE*, 18(3), 438–459.
- Sari, T. A., & Inggriantara, A. (2020). ... for Market Development To Increase Sales Revenue in Fish Feed Business Using Business Model Canvas: a Case Study of *Aijbes.Com*, 2(6), 55–73. <https://doi.org/10.35631/AIJBES.26006>
- Socci, M., Santini, S., Dury, S., Perek-Białas, J., D'Amén, B., & Principi, A. (2021). Physical Activity during the Retirement Transition of Men and Women: A Qualitative Longitudinal Study. *BioMed Research International*, 2021. <https://doi.org/10.1155/2021/2720885>