



Business Plan And Implementation Report On Business “Rizky Bouquet”

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ABSTRACT

This paper is conducted with the objective of evaluating the implementation results of the Rizky Bouquet business, which was previously designed in 2023. The business was established due to the fact that many people often celebrate special moments by giving gifts to those around them, and one of the popular gifts nowadays is flower bouquets. A flower bouquet is not just a beautiful arrangement of flowers but it also has its own meaning. Rizky Bouquet is one of businesses that focused on selling flower bouquets through both physical outlets and online sales. The target market for Rizky Bouquet's products includes all demographics, ranging from university students and working professionals to older individuals. Therefore, the methodology used involves examining the results of the business design to determine whether it has been successfully realized or if discrepancies arose during the implementation process. The results of this business implementation have been successfully realized, although some gaps have been addressed. Furthermore, based on the observation results and existing opportunities, the development of this business will focus more on utilizing social media for product promotions and following current trends to remain competitive in the industry.

INTRODUCTION

Nowadays, gift-giving has become one of the popular ways to celebrate special moments as a sign of gratitude or affection. A gift is something given to someone without expecting anything in return. It can be in the form of money, items, or experiences and is often given during moments such as birthdays, holidays, weddings, or specific achievements. Gifts are given with the intention of showing care, affection, remembrance, or appreciation to the recipient (Faradilla, 2021). When giving a gift, it is best to align it with the occasion. Gift-giving also has many benefits, such as creating shared happiness between the giver and the recipient, reducing stress, strengthening the bond between the giver and the recipient, and boosting self-confidence because the giver feels successful in making someone else happy (Tastysnack, 2022).

One of the popular gifts today is a flower bouquet. A flower bouquet is a collection of flowers arranged together to form a floral arrangement. A flower bouquet is not just a beautiful arrangement of flowers but it also carries its own meaning. Flower bouquets are used for various occasions, ranging from personal celebrations such as Mother's Day, birthdays, weddings, and graduations, to larger celebrations, such as store openings, product launches, company anniversaries, or special events, such as social event inaugurations (Souvenir, 2024). Hand bouquets are a type of flower arrangement that is currently popular and in demand by people of all ages, from teenagers to adults, as they are a flexible gift, have universal appeal, and can convey complex messages, such as expressions of love and gratitude. Given the growing interest and continuous development of flower bouquets, this presents a business opportunity for entrepreneurs (Heru, 2021).

From these aspects, Rizky Bouquet has chosen this business opportunity due to the limited number of businesses selling bouquets in the Kuningan area, West Java. Rizky Bouquet also follows the current trends, updates its knowledge about flower bouquets continuously, and considers using high-quality and attractive materials for its bouquets. Rizky Bouquet hopes to increase sales and satisfy its customers.

LITERATURE REVIEW

Opportunity to Open a Creative Flower Bouquet Business

According to Dini (2023) in her article on majoo.id, which discusses the business opportunities in flower bouquets, this business has endured and has a clear market share in recent years. Currently, people do not need to bring bouquets only for specific events such as graduations, birthdays, or other formal occasions. People buy flowers daily without any special reason. This is one of the reasons why the flower bouquet business remains promising. Many people like flowers, and the market is large. Moreover, the demand for flower bouquets is increasing due to society's awareness of the beauty and symbolic meaning contained in floral arrangements. The flower bouquet business offers many attractive opportunities, especially for those with an interest in art and creativity. With the right marketing strategy and an understanding of customer needs, people can build a successful business.

Strategy with Innovative Product Variations

The strategy of innovative product variations in the flower bouquet business can include the development of unique designs, offering customizable products, and using eco-friendly materials. A market focused innovation will result in products that align with consumer desires (Ramadhani, Kusumah, & Hardilawati, 2022). Creating unique designs that adjust with current trends, such as balloon bouquets, wire bouquets, money bouquets, and other types of bouquets, can attract consumer attention. Offering custom bouquet options, where customers can get bouquets adjusted to their preferences can improve the customer experience and create additional value. Rizky Bouquet emphasizes product variation, ranging from the types of artificial flowers and bouquet materials to the bouquet models sold. Intense competition in the bouquet business requires Rizky Bouquet to be as creative as possible in making bouquet products to influence success and competitiveness in the market. Additionally, the rapid changes in consumer trends require responsive adaptation. Creativity in product innovation allows the business to remain relevant and meet the evolving needs of customers. Furthermore, creative products can reach new market segments, and this innovation can increase the additional value of the product and benefit the business.

Business Design Objectives

The objectives of this business design is that the demand for flower bouquets will increase along with the changes in society's lifestyles. This hypothesis also includes that variations in

design and the quality of the floral products offered will influence positively on customer satisfaction and purchasing decisions. Therefore, businesses that can introduce innovations in bouquet design and marketing have the potential to achieve greater success in the market.

METHODS

Business Profile

Rizky Bouquet is florist industry business that provides a service in the creation of floral arrangements packaged in the form of bouquets. The products offered include paper bouquets, artificial flowers, flower bouquets, and services for custom bouquet arrangements. Rizky Bouquet prioritizes the quality of artificial flower materials, using high-quality materials such as latex, velvet, silk, polyester, and soft plastic. As a result, the flowers appear more realistic. Artificial flowers also do not require the same maintenance as fresh flowers, are less prone to damage, and are long-lasting. In addition to the good quality, Rizky Bouquet also creates bouquets by providing various styles adjusted to market needs, different bouquet sizes, and creative color combinations. This strategy helps attract more customers.

The sales model adopted by Rizky Bouquet includes opening a physical outlet and conducting online sales. Online sales are carried out through social media platforms such as Instagram and TikTok, as well as via the Shopee marketplace. The Rizky Bouquet outlet is located at Jl. Lang-lang Buana No. 4B, Pujasera, Kuningan, West Java.

The outlet's location near the market makes it strategic and easily accessible to customers. Demographically, Rizky Bouquet's products are targeted to all groups of people, ranging from students, university students, working professionals, to older individuals, with a target age range of 15 to 50 years. In terms of behavior, the target market focuses on students or university students who are aware of current trends and wish to give gifts to those around them, especially for those who want to offer gifts or congratulations to people in their circle.

The organizational structure of Rizky Bouquet is currently simple, as it is still a small business. In the future, if the business continues to grow, the organizational structure will be adjusted based on the business's development and the demands experienced by Rizky Bouquet's employees.

Business Model

Rizky Bouquet operates its business based on a designed business model canvas. Business Model Canvas is a strategic management framework that describes how an organization creates, delivers, and captures value (Setiawan, 2023). Below is an explanation of the nine elements of Rizky Bouquet's business model canvas:

Customer Segment

The process of grouping customers based on characteristics, needs, and behaviors in marketing is crucial as it allows companies to understand and meet the specific needs of various customer segments (Widyawati, 2024). This segmentation is used to identify the target consumer base. Rizky Bouquet targets all demographics, from men and women, with an age range of 15 to 50 years.

Value Proposition

The overall products or services offered by a company, with their uniqueness and advantages, ensure better quality compared to competitors product or services (Sukarno & Ahsan, 2021). The product that Rizky Bouquet aims to produce is a high-quality flower bouquet, from the materials used to the creative and unique floral arrangements, which provides the

customers satisfaction. Rizky Bouquet continuously studies and develops new bouquet designs to keep customers engaged and prevent them from getting bored with the products offered

Channels

Channels are elements that explain how a company interacts and communicates with its customer segments and how it reaches them to deliver the value offered (Tahwin & Widodo, 2020). For its channels, Rizky Bouquet utilizes both online and offline sales methods. Offline sales are conducted through a physical outlet located in Kuningan, West Java. Online sales are carried out via social media accounts such as Instagram and WhatsApp.

Customer Relationship

Customer relationship function as a communication medium between customers and the company, so that the company can continuously meet customer needs and desires optimally (Fuad, Kadang, & Syarifuddin, 2023). To attract new customers and retain the existing ones, Rizky Bouquet provides them the best possible service. The business also offers discounts to customers who reach a certain spending threshold. Additionally, the store accepts custom bouquet orders adjusted to customer preferences

Revenue Stream

Revenue stream are elements that indicate the sources income a company obtains from various customer segments (Hidayah, Farid, & Adda, 2023). The revenue stream explains the sources of income for the business. Rizky Bouquet's revenue comes from all product sales made through its offline store and online platforms.

Key Resources

To run the business, it is important to have supporting resources that can work effectively. The main raw materials used are flowers sourced from suppliers and other complementary materials. Rizky Bouquet also provides a workspace for arranging flowers, storage for raw materials, and finished bouquets. Completed bouquets are displayed in the store and are ready for sale. Lastly, employees or staff are needed to arrange flowers, create bouquets, and manage the store.

Key Activities

Key activities in this business include surveying raw materials, selecting materials for bouquet production, studying various floral arrangement models, and determining sales strategies. This involves making the store visually appealing and creating social media accounts like Instagram to promote the business. The Instagram account includes links to WhatsApp and Shopee to facilitate the purchasing process for customers.

Key Partners

Rizky Bouquet collaborates with various parties to optimize the business by building strong partnerships. These include flower suppliers, foam suppliers, and other raw material stores that provide complete supplies and streamline the production process.

Cost Structure

The final segmentation is the cost structure, which consists of variable costs and fixed costs. Fixed costs include employee salaries, rent, electricity, promotional expenses, and internet fees. Variable costs include raw materials, which are adjusted based on monthly plans or market conditions.

The business model canvas not only functions as a business mapping tool but also as a strategy for innovation and business model transformation. Flexibility in the business model is essential to adapt to market and technological changes. Moreover, collaboration with strategic partners can enhance competitive advantages and expand business (Haritsyah & Dhewanto, 2025)

Marketing Strategy

Marketing strategy is a managerial process designed to accelerate problemsolving in marketing and support strategic decision making (Pratama & Bahiroh, 2023). Rizky Bouquet employs several marketing strategies, including the five marketing concepts and the marketing mix strategy.

Production Concept

The production concept adopted by Rizky Bouquet emphasizes production efficiency and mass production. Rizky Bouquet produces products in large quantities to meet the dynamic market demand, especially during special occasions. By producing in bulk, the business can take advantage of economies of scale, reducing per-unit costs through bulk purchasing of raw materials. Furthermore, maintaining sufficient stock helps the business prepare for sudden spikes in demand. For custom bouquet orders, customers can contact the admin first, after which the staff will begin creating the bouquet.

Product Concept

This concept focuses on providing floral arrangements or bouquets that are not only visually appealing but also meet the emotional and aesthetic needs of customers. The product range includes various types of bouquets, considering color preferences, flower types, and suitable themes. Rizky Bouquet develops creative and unique bouquet designs by combining different types of flowers, colors, and decorative elements. Some of the creative bouquets sold by Rizky Bouquet include money bouquets, snack bouquets, and doll bouquets. Additionally, the business ensures the use of high-quality raw materials to enhance customer satisfaction. Rizky Bouquet also offers customization options that allow customers to design bouquets according to their preferences. By integrating these elements, the business not only meets customer expectations but also creates standout products in a competitive market.

Selling Concept

This concept involves various strategies designed to attract customers and boost sales. In this context, Rizky Bouquet not only offers products but also creates an engaging shopping experience for customers. Rizky Bouquet accepts product customization, which is a key aspect to let customers choose flower types, colors, and designs based on their preferences. Online ordering makes it convenient for customers, and the business provides comfortable delivery services. Rizky Bouquet also uses social media to promote products and interact with customers.

Marketing Concept

This concept focuses on the interests and satisfaction of customers. In the bouquet business, the focus is on creating value and capturing customer attention through effective strategies. Rizky Bouquet markets its products using social media and marketplace platforms such as Instagram, Shopee, and WhatsApp, making it easier for customers to access product information. Additionally, seasonal marketing is conducted during special occasions by offering promotions such as discounts on specific products. Trust in the business is a key factor in creating customer loyalty. Experience based marketing and digital communication play a crucial role in strengthening the relationship between businesses and their customers (Widnyasari & Darma, 2025).

Societal Marketing Concept

The societal marketing concept requires the company to consider the broader impact of its products. In the bouquet business, this presents a unique opportunity to combine product aesthetics with strong social responsibility. The positive feedback from customers who receive beautiful and satisfactory bouquets can lead to positive reviews, enhancing the business's visibility and appeal. By using durable and eco-friendly artificial flowers, Rizky Bouquet can attract environmentally conscious consumers. Artificial flowers offer advantages that make them a popular choice, as they last a long time and do not require the special care that fresh flowers do.

Marketing Mix Strategy

The marketing mix is a set of marketing variables used by a company to achieve its desired sales targets (Kotler & Armstrong, 2018). In marketing, there is a strategy that integrates several elements cohesively to achieve a planned goal. The marketing mix is a unique sales and pricing strategy designed to create mutually beneficial exchanges for the target market. When a company implements the marketing mix technique, it becomes a unified and beneficial approach for the business. Companies use the marketing mix strategy to promote their products or services, referring to a series of actions that can achieve their marketing objectives (Herman, Ramli, & ..., 2023). The 4P strategy must align with market trends and consumer behavior, with social media utilization being key to the effectiveness of small and medium enterprises marketing. Product innovation, competitive pricing, wide distribution, and appropriate promotion will enhance market competitiveness (Julvitra, Fintariasari, & Ikhsan, 2025).

Product

The role of the product in the marketing mix is crucial. Products sold can be anything, whether physical goods, digital products, services, or offerings provided to consumers. A product is anything offered by a company or individual to the market to satisfy consumer needs and desires (Saleh & Said, 2019). For service-based products, the quality of service provided by the company is evaluated, including precision, speed, accuracy, and professionalism in serving customers. For physical products, quality is assessed based on the product's excellence, attractive design and packaging, product advantages, and pricing that aligns with the benefits and quality offered. The products sold by Rizky Bouquet align with the initial business plan, offering bouquet materials and ready-made bouquets. Rizky Bouquet sells various creative bouquet types, such as money bouquets, snack bouquets, and doll bouquets. Additionally, Rizky Bouquet accepts custom bouquet orders tailored to customer preferences.

Price

Price is the value that consumers must pay to obtain a specific product or service. This exchange occurs between producers and consumers. In business, pricing is critical as it influences consumer purchasing decisions by comparing quality and price (Saleh & Said, 2019). Higher prices are often associated with better quality compared to lower prices. Companies determine pricing after careful consideration, as it significantly impacts total revenue and costs. Prices may change over time due to shifts in production costs, market demand and supply, and market competition, which require companies to adjust their pricing accordingly.

The selling prices of products offered by Rizky Bouquet have undergone changes for one of the bouquet models after a more detailed calculation of production costs, resulting in updated pricing. Bouquet prices vary based on size and the number of flowers used. Rizky Bouquet offers the following prices: Rp4,000 – Rp8,000 (per stem), Rp55,000 (small bouquet), Rp75,000 (medium bouquet), and Rp100,000 (large bouquet). Custom bouquet prices depend on size, flower types, and other materials used.

Place

Distribution channels refer to a group of companies or individuals who own the product or play a role in transferring ownership of goods or services from producers to consumers (Kotler dalam Saleh dan Said, 2019). In the marketing mix, "place" refers to how products or services can easily reach consumers, ensuring availability in accessible locations, not only through physical stores but also via online platforms or distributor networks. Location, in terms of proximity to production sites, affects operational costs. Distribution channels are collaborative networks between sellers and buyers responsible for moving products or services from producers to consumers (Fakhrudin, Roellyanti, & Awan, 2022). By choosing the right location, businesses can operate effectively, reach more customers, increase sales, and provide a positive purchasing experience. Rizky Bouquet's business location aligns with the initial plan, situated at Jalan Lang-lang Buana, No. 4B, Kuningan, West Java. The location is by the roadside and near a market, making the store easily accessible to customers. It serves as both a production site and a direct sales point.

Promotion

Promotion involves activities to introduce products, attract, convince, and encourage consumers to be interested in the goods or services offered by the company (Saleh dan Said, 2019). Promotion can be carried out in various ways, such as direct selling, offering discounts, or online promotion through advertisements on social media platforms. The goal of promotion is to generate consumer interest, increase sales, and encourage customers to purchase the goods or services offered by the company. In other words, promotion helps build strong relationships with customers to influence their purchasing decisions. Rizky Bouquet conducts promotions using social media and e-commerce platforms. The business owner creates product advertisements on Shopee and product catalogs to facilitate customer orders via WhatsApp. Moreover, the business offers discounts to customers who make large purchases.

RESULTS

With the initial business plan, Rizky Bouquet started in 2023 with the opening of an outlet located at Jalan Lang-lang Buana, No. 4B, Kuningan District, West Java. The location is positioned on a main road, near several schools and a market. In business operations, there are differences in the sales approach that Rizky Bouquet will implement.

Rizky Bouquet focuses more on offline sales because it makes it easier for customers to see and choose flowers directly, ensuring their quality. Offline sales also reduce the risk of bouquet damage during delivery, which is often a challenge in online sales. With a more targeted marketing strategy and direct promotion, the florist can attract more customers and provide better service, thus, increasing customer satisfaction and loyalty. Rizky Bouquet still also conducts online sales, so that customers can order flower bouquets via WhatsApp or direct messages. Customers can choose bouquet models from the catalog that the business has created. Delivery via online motorcycle taxis is only available within the Kuningan area because, if the delivery distance is too far, there is a possibility that the bouquet may get damaged along the way. Online promotion is still carried out as it can reach a wider audience and increase brand visibility. Additionally, the use of social media and e-commerce platforms allows customers to easily order and access product information, which is essential in today's digital era. Online promotion also enables the business to offer discounts or special deals that can attract consumers' attention, thereby increasing sales and strengthening the brand's position in the market. Sales of flower bouquets also increase during celebrations or special occasions, such as Teacher's Day, Mother's Day, school farewell events, and other similar moments.

After running the business for several months and analyzing observations and available opportunities, the business will be expanded by offering a wider range of flower bouquet

services. For artificial flowers, the variety of bouquet paper models will continue to increase, with new designs being introduced. Therefore, the products made will be more diverse and it can enhance the appeal of the flower bouquets.

Sales of flower bouquets have increased significantly, especially in June, which marks the peak demand due to numerous events such as school farewells or graduations. During this period, demand for flower bouquets rises compared to previous months. These special moments provide opportunities for many people to give appreciation and congratulations.

Table 1 Income

Income	April	May	June	July
	Rp9.010.500	Rp11.584.000	Rp20.249.000	Rp11.093.000

DISCUSSION

The increased use of social media as a platform for sharing special moments has driven demand for unique and attractive flower bouquets. This creates a promising business opportunity. However, the flower bouquet business also faces challenges. One of them is the intense competition in the market, which forces businesses to continuously innovate and improve product and service quality. Therefore, as a business owner, it is important to build strong relationships with suppliers and maintain product quality to remain competitive.

Marketing is a crucial aspect of business success, and effective marketing strategies are key to attracting customer attention. Using social media to promote products and interact directly with customers can increase brand visibility. The evolution of digital marketing has provided entrepreneurs with flexible tools to navigate the complexities of the digital world. By utilizing various digital channels and technologies, businesses can strengthen their market presence, build relationships with audiences, and drive growth (Sono, Erwin, & Muhtadi, 2023). To expand market reach, businesses can also collaborate with influencers or event organizers. Business owners must understand their target audience and adjust marketing messages to be more relevant. Rizky Bouquet will also strive to enhance promotions on various social media and e-commerce platforms, becoming more active in expanding product marketing. In addition to being active on Instagram, the business owner will promote products on TikTok by regularly creating content related to flower bouquets.

CONCLUSION

Based on the business operations carried out from March 2023 to July 2023, following the initial business plan, it can be concluded that Rizky Bouquet is a business engaged in the florist industry, specializing in flower arrangement services and focusing on floral products. The products offered include materials for making flower bouquets as well as ready-made flower bouquets. With the business tagline "Share the Joy with Flowers" Rizky Bouquet aims to convey a message to customers about spreading happiness through flowers. Flower bouquets can also symbolize love, gratitude, appreciation, or support. By giving a bouquet, people can bring joy to any moment and make someone feel special.

Since Rizky Bouquet is still classified as a small business, its product marketing strategy focuses on direct in-store sales and online sales through social media platforms such as Instagram, WhatsApp, and Shopee. The business promotes its products by uploading photos on Instagram, providing catalogs to customers who shop via WhatsApp, and intensifying promotions during special occasions such as school farewell ceremonies, Mother's Day, graduations, or Teacher's Day, moments when many people look for flower bouquets. The

business owner must continuously monitor ongoing trends to ensure that the products and services align with market demands and remain competitive in the industry.

Currently, flower bouquets have become highly popular among the public, especially during special occasions such as school farewell events, Teacher's Day, or other celebrations. This trend creates a promising business opportunity, where entrepreneurs can start on a small scale by utilizing the right timing. To boost sales, it is crucial to use social media platforms such as Instagram and WhatsApp for promotions, as well as e-commerce platforms like Shopee to reach a broader customer base. With the right marketing strategy, a flower bouquet business can grow and successfully meet customer needs.

SUGGESTION

1. Business owners should implement digital marketing strategies effectively, optimizing social media platforms by creating contents and conducting paid advertisements to reach more customers.
2. In the flower bouquet business, product innovation is necessary to remain competitive and attractive in an ever-developing market.

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