

ABSTRACT

A company needs a business model design so that business processes will run as desired and values can be planned according customers expectation. The purpose of this study is to make a design or business of start up bussines was named Rumah Warna and to determine whether a given service is acceptable and can be applied when business processes runs. The background of this study is that the current demand for car painting services are increasing and require a service innovation that can satisfy the customers.

The business model is a blueprint of the business process to run a business. Business model will be developd by using Empathy Map and mapped by using business model canvas. An explanation of the business model will be described in detail in accordance blocks that exist in the business model canvas.

this study, employs qualitative method supported by quantitative methods. Qualitative methods data collected by interview with informant by using triangulation techniques. The result interviewing will be analyzed to be an indicator of each element contained in the map empathy. All data are contained in each element of the map empathy will be processed using quantitative methods in the form of a questionnaire by using descriptive analysis.

The research shows changes in business model of Rumah Warna. Changes shown in the block among customer segment's block, value propositions block, and the structure of financing's block. Result of this study showed that the respondents were also the prospect of Rumah Warna supports the business plah is made and the services offered.

Keywords: *Business Model Canvas, Empathy Map, Business Model, Business Model Design, Car Painting*