

ABSTRACT

The repair workshop business opportunity is characterized by an increase in the number of vehicles in Indonesia so that many vehicle owners want to beautify, repair, and modify their vehicles. A repair workshop is a business that provides vehicle body repair and painting services. The number of repair shop business actors, makes these business actors have to improve and develop their business by using business strategies and innovations to survive and compete with competitors.

The purpose of this research is to develop a business model using a business model canvas approach and SWOT analysis to obtain a new strategy for the nine blocks of the business model canvas in the repair shop business, namely Auto Family Jaya.

This research uses a qualitative approach, with data collection techniques through observation, interviews, and documentation. This research uses data analysis techniques by collecting data, reducing data, presenting data, and drawing conclusions.

The results of this study are to determine the description of the business model using the Auto Family Jaya business model canvas approach, the results of the SWOT analysis and SWOT matrix on the nine blocks of the business model canvas which include customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structures, and the results of new strategy recommendations for developing strategies on the Auto Family Jaya business model canvas.

Based on the results of the study, Auto Family Jaya is expected to use the results of business development recommendations using the business model canvas as a consideration in running the business and for further research is expected to increase knowledge and expertise related to business development using the business model canvas approach.

Keywords: *business development, business model canvas, SWOT analysis*