

ABSTRACT

CV. XYZ is a company that focuses on fabricating and selling spare parts for the palm oil processing industry. Currently, CV. XYZ faced challenges in achieving sales targets, caused by a lack of employee discipline and training, weak operational oversight, an inefficient ordering system, and the absence of an effective marketing strategy. To overcome this problem, this study aims to evaluate and redesign the CV. XYZ business model uses the Business Model Canvas (BMC) approach. The research process begins with the collection of data related to the current business model, consumer profile, and analysis of the business environment. This approach aims to identify opportunities and challenges for the company, as well as formulate more effective strategies. The research methodology involves an in-depth analysis of existing business models through the analysis of 7 Questions and SWOT (Strengths, Weaknesses, Opportunities, Threats). This analysis focuses on identifying internal strengths and weaknesses, as well as external opportunities and threats that affect CV. XYZ operations. Based on the results of the analysis, a new strategy is designed and integrated into the proposed Business Model Canvas. This proposal includes diversification of customer segments, development of digital marketing channels, and addition of product lines in the form of ready-to-use spare parts and spare part service services. The implementation of this strategy is expected to expand market reach and increase customer loyalty through the provision of more comprehensive solutions. The development of digital marketing channels through websites and social media platforms aims to increase product visibility in the market. This strategy also includes engine optimization and marketing to attract more potential customers. The addition of ready-to-use spare parts and service product lines is expected to meet customer needs more quickly and efficiently, as well as open up new revenue streams for the company. The financial impact of the business model change is evaluated through financial simulations that include projected cash flow, Net Present Value (NPV), payback period, and Interest Rate of Return (IRR) for each proposed strategy. The suggestions from this study recommend further validation regarding the desirability of the new business model before full implementation is carried out, to ensure conformity with market needs. This approach aims to increase the company's competitiveness in the market, as well as encourage sustainable growth. By adopting a business model that is more responsive to market needs and utilizing digital technology, CV. XYZ is expected to improve operational efficiency and strengthen its position in the palm oil processing plant spare parts industry. The implementation of the new strategy also requires the development of the company's internal capabilities through employee training programs in digital technology, customer relationship management, and quality control. Thus, CV. XYZ is expected to overcome the challenges faced, improve operational performance, and achieve higher sales targets in the future.

Keywords - Business Model, Business Model Canvas, Spare Part, Palm Oil