ABSTRACT

Quta Rent is a company engaged in the car rental industry in the city of Bandung. The high market potential in the car rental industry and the decline in revenue experienced by Quta Rent make the Quta Rent car rental company need the right business model and new strategies to improve existing business cars in facing competition. This study aims to determine the description of the business strategy in the Quta Rent car rental business and recommend business strategies that can be used by the Quta Rent rental business using the Business Model Canvas approach to business environment analysis, SWOT and Customer Profile mapping so that the Company can survive the pressure of competition and excel in facing business competitors in the same field. The method used in this study uses the canvas business method. The results of the study show recommendations for improvements to all key elements of the canvas business model. The main priority scale for improvements in the customer segment, key partnership, revenue stream elements because they are related to the main risk factors of the business. Furthermore, improvements in the value proposition, channel, customer relationship, key resources, key activities, cost structure elements are the next priority.

Keywords ─ *Business Model Canvas*, *Rent Car, Business Model Environtment , SWOT, Value Proposition*