

ABSTRACT

ReviveAuto Paintworks is a business in the automotive industry specializing in vehicle painting services. Facing increasingly fierce competition, ReviveAuto Paintworks needs to develop effective business strategies to sustain and grow. This study aims to design a business development strategy using the Business Model Canvas (BMC) approach and Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis.

This research employs a qualitative method with a descriptive approach. Data were collected through interviews, observations, and documentation. After analyzing the current business condition using BMC, a SWOT analysis was conducted to identify internal and external factors affecting the business. Subsequently, a development strategy was formulated using the TOWS Matrix to optimize strengths and opportunities while minimizing weaknesses and threats.

The findings indicate that ReviveAuto Paintworks has the potential to grow by leveraging service differentiation strategies, enhancing digital marketing, and strengthening customer relationships. Implementing these strategies is expected to enhance competitiveness and ensure long-term business sustainability. Thus, this research contributes to automotive entrepreneurs in crafting more adaptive and innovative business strategies.

Keywords: *Business Model Canvas, SWOT, business strategy, business development*