

ABSTRACT

This research aims to analyze and formulate effective financial management strategies for ReviveAuto Paintworks, a motorcycle painting service business. In a competitive service industry, optimal financial management is crucial to ensure business sustainability and growth. The focus of this study is to serve as a reference for decision-making in the financial strategies that should be implemented.

The study adopts a qualitative approach, with data gathered from interviews with internal and external parties to explore the financial management practices currently implemented by ReviveAuto Paintworks. The research findings indicate that ReviveAuto Paintworks faces challenges in cash flow, service pricing, and budget allocation for business development. Nevertheless, the business possesses significant potential to enhance profitability through operational cost efficiency, revenue diversification, and the implementation of a more structured financial recording system. Based on these findings, the study recommends financial management strategies including: activity-based budgeting, optimization of paint raw material inventory, development of innovative service packages, and investment in digital marketing and human resource capacity building. It is hoped that these strategies can help ReviveAuto Paintworks achieve financial stability, enhance competitiveness, and realize sustainable business growth in the future.

Keywords: financial management strategy, profitability, investment