

ABSTRACT

NP Jaya Motor is a small and medium enterprise operating in the automotive sector, commonly known as a motorcycle repair shop, which provides maintenance and repair services for motorcycle engines and motorcycle spare parts for automatic and manual motorcycles. NP Jaya Motor has been running its business since 2011. Since early 2025, NP Jaya Motor has experienced losses for several months in early 2025. Several factors that cause this include the availability of skilled technicians, limited spare parts, passive role of the owner in business management, lack of promotional activities and attractive promotions. Based on this, an analysis of NP Jaya Motor's business model is needed to determine the appropriate business strategy as an effort to overcome the losses experienced by NP Jaya Motor. The purpose of this research is to evaluate the business model applied at NP Jaya Motor and design a new business model using the business model canvas approach. The research was conducted systematically through data collection including interviews, observations, and literature studies. Based on the data collection that has been carried out, the current business model is mapped using the Business Model Canvas, as well as customer profile and business environment analysis. SWOT analysis is conducted to identify strengths and weaknesses for internal factors as well as opportunities and threats for external factors. Based on the SWOT analysis, new strategies are designed and mapped into a proposed business model for NP Jaya Motor. Then a verification stage is carried out with the supervisor through discussion and validation with the owner of NP Jaya Motor. After ensuring that the proposed business model design meets the needs of NP Jaya Motor, mapping is carried out as a proposed business model canvas. The proposed design results include improving service quality, digitizing services, and developing an online booking service system. This research is expected to help in developing NP Jaya Motor's business.

Keywords: Business Model Canvas, Motorcycle Repair Shop, SWOT Analysis, Business Strategy, Digitalization