

ABSTRACT

This study aims to evaluate the business model implemented by UMKM Miles Rent Car Bandung, a vehicle rental business that has been operating since 2023. The background of this study is based on the high potential of the car rental sector in Indonesia, especially in the city of Bandung as a center for tourism, education, and business. However, this business also faces various challenges such as tight competition, fluctuations in demand, the absence of its own fleet, and financial management that is still carried out manually. Therefore, a comprehensive evaluation of the Miles Rent Car business model is needed to identify the strengths, weaknesses, opportunities, and threats faced.

This study uses a qualitative approach with the applied methodological method being a non-contrived approach with a cross-sectional implementation time, which allows for analysis of real situations in the field such as in-depth interviews with business owners, observations, and documentation of income during 2023-2025. Data analysis was carried out using the Business Model Canvas (BMC) approach which consists of nine business model building blocks, and combined with SWOT analysis to obtain a strategic overview. The results of the study show that Miles Rent Car has advantages in responsive service, competitive prices, and promotional strategies through social media. However, weaknesses such as limited fleet and financial records that have not been digitized hinder business growth.

Opportunities that can be utilized through the growth of digital car rental users, potential cooperation with travel agents and institutions, growth in the use of digital car rentals, potential for cooperation with travel agents. On the other hand, threats come from competitors with more complete fleets and more advanced digital systems. Practically, the results of this study are expected to be strategic recommendations for Miles Rent Car owners in designing their business development. Academically, especially in the application of Business Model Canvas and SWOT analysis as a tool for evaluating business models in the vehicle rental service sector.

Keywords: *business model canvas, SWOT, UMKM, car rental, business model, Miles Rent Car Bandung.*