SUMMARY

ANDI AGUSTIADI. Business Development Strategy Wiralodra 27 Rent Car with Business Canvas Model Approach. Supervised by RIZAL SYARIEF and DODIK RIDHO NURROCHMAT.

The rapid development of transportation into concrete proof of the existence of current globalization are getting stronger. The role of transportation are very important to support the smooth running of the supply chain of goods and help ease the mobility of human beings. Increase of vehicles transportation needed for both of the company and personal. It became an opportunity for entrepreneurs who services in car rental industry. One of the players in rental car industry is a Wiralodra 27 car rental company which is located in Bogor. This company has changed his business scale from a personal company to be an intermediate scale of firm which has passed one through business of cycle. Many competitors in the car rental industry both conventional car rental company or a big car rental company already have the business model as a framework to operate the company. In addition companies should have a program and strategies proper to compete in car rental industry. One approach which can be used to making a business model is a business model canvas approach.

The objective of this research are to identify the business model Wiralodra 27 car rental with business model canvas approach, to analyzes key factors elements of the strength and weakness, opportunities and thread constraints affecting the business model Wiralodra 27 car rental, determine the business model canvas repairs and recommended the program and improvement strategies for business development Wiralodra 27 car rental. This research used the qualitative descriptive approach with a case study. The data used in this research consisting of primary and secondary data. Primary data were obtained from in-depth interviews with board of director Wiralodra 27 car rental team and senior employees of companies. In addition, interview structured using a questionnaire was also to customers which were selected purposively. Secondary data obtained from company documents, website, and the literature study which includes a general description of the company vision and mission, the company's operational performance from 2010 until 2015.

According to business research on Wiralodra 27 car rental. The results show customer segment Wiralodra 27 car rental are consisting of academics customer, retail customer, and corporate car rental customer. Value proposition offered of rental rate more competitive, reserving order trusted, Wiralodra 27 car rental use GPS technology, a professional driver. Channels that was constructed was the direct and indirect channel. The direct channel by office and with explanation general requirements when the handover of vehicles to customer, while the indirectly channel for example via website, social media, market place and entrepreneurship seminars. Customer relationship that was built through direct communication and indirect communication. For example by phone, blackberry messenger, whatsapp, line, instagram, website testimoni, social media, thread and forum. Revenue stream derived from two sources that is car rental transactions.
and vehicle sales. Key resources Wiralodra 27 car rental consisting of tangible resources and intangible resources. Key activities of Wiralodra 27 car rental set out in standard operational procedure of each division. Key partnership of Wiralodra 27 car rental consisting of main dealer car unit, funding institution, the owners vehicles business partner, insurance, repair shop partners, wholesale of spare parts, network members a cop and army who alliance, car rental partner who alliance. Cost structure of Wiralodra 27 car rental is down payment vehicles purchase, vehicles installments, vehicles maintenance, employees salary, office rented, investors dividends, marketing cost, phone and internet bills, traffic accident cost and cars cases.

The business model canvas approach with SWOT analysis give advice on all key of elements business model canvas. In customer segment, please do resegmentation to customer focus on high credibility for all segment. Improvement in value proposition emphasis to improve professional driver. Channels focus to improve customer care to handle all of customer. Improvement in customer relationship with the addition of email marketing and communication face to face with consumers (dedicated personal assistant). To Improve revenue stream with made establishment business units to manage professional driver services and tourism package of vendor tourism in bogor. Key resources element to improve a lot of car owner partner who trust company and to increase loyal customer to share another people about company. Key activities improvement to follow up potential customers and do periodical training to employess. Improvement in key partnership is to refinancing funding model from leasing to bank with low interest and investors scheme funding. Adding budget in cost structure by doing training human resources periodically to all of employess. Priority improvements essential and urgent on customer segment, key partnership, and revenue stream because they are related with risks of business and support to increase company revenue for sustainability business Wiralodra 27 car rental.

Business development strategy that can be recommendation by management Wiralodra 27 car rental to improved strategy of them are following: 1) Screening for existing customers associated credibility in hire vehicles and manage car rental market plus driver is more seriously, 2) Establish special marketing to optimize online marketing, offline marketing especially for customers closer and understand their needs, maintaining good relations a partner of the car owner and companies, and improve relations with vendor tourism in bogor, 3) Conduct regular training of human resources periodically both mid-level and executive management in order to improve the professionalism, 4) Establishment of service professionals driver business unit to increase the company’s revenue, 5) Restructure financing to suppress expenditure and increase profit.

Key Words: business model canvas, Wiralodra 27 car rental, improvement strategy and program