I KETUT PASEK SENJAYA PUTRA. Business Model Analysis of WIKA Laboratory Using Business Model Canvas. Supervised by RIZAL SYARIEF and SAHARA.

Due to the government policy which is prioritizing development of the infrastructure sector to support the country's economy, it causing the growth of construction services increased. The Domino effect of the government policy also increase the demand of testing services for materials. WIKA Laboratorium which is one of bureau construction materials testing service business has a big chance to develop. Currently, WIKA’s group business and non WIKA’s group business projects handle many design and built projects both domestically and in cooperation with overseas parties, so WIKA Laboratorium is required to be more professional and able to demonstrate its feasibility as one of the independent testing service Laboratorium. Data from WIKA Laboratorium’s sales in 2010-2015 shows that WIKA Laboratorium’s sales in WIKA's group business sector is higher than non WIKA's group business sector. This is due to the condition of WIKA Laboratorium which is still a bureau within WIKA and its conventional management system, where head of bureau work in ‘one man show’ method.

This study aims to see the current WIKA Laboratorium business model and identify the WIKA Laboratorium’s business improvement strategy. The form of research conducted using the Business Model Canvas by analyzing the nine elements in the form of basic buildings that show the logic of how a company produces profit. The results of identification of canvas business model, among others, WIKA Laboratorium has classify their customers become WIKA’s group business and non WIKA’s group business. WIKA’s group business segment WIKA contributes 95% of revenue and non WIKA’s group business segment at 5%.

The model of business improvement of WIKA Laboratorium bureau has successfully been formulated based on the recovery of the internal and external segments towards each component from the current business model. Concerned customer’s portfolio, the existent of the substitute product, less supportive system, less number of external factor are resulted from the less number of human resources in marketing or introducing the services of Laboratorium test in WIKA.

Based on the recovery of the business model, a strategic recommendation can be constituted to improve the working performance, such as focus of exploring business potential from 95% clients, business expansion by diversification outside Jakarta by opening new Laboratorium office branch in WIKA’s subsidiaries in Indonesia.

Keywords: Business Model Canvas, Construction Service Industry, WIKA Laboratorium