SUMMARY

RICKY SYAHPUTRA. The Analytic of Property Business Model Development of PT Hasta Raya Utama. Supervised by LUKMAN M BAGA and KIRBRANDOKO.

Property growth in Indonesia is growing rapidly. Indonesia experienced a high acceleration of industrial property, while the developed world is experiencing a delay in the sector of the property industry.

PT Hasta Raya Utama is a development company that is engaged in property. As a new player in the real estate business, PT Hasta Raya Utama should have the right business model and can be relied upon to continue to grow and achieve the company’s objectives. Thus, in achieve its goal, PT Hasta Raya Utama requires preparation strategy short term, medium term and long term that will be applied thoroughly and planned with the main focus on the development or expansion and marketable products.

The business model is a blueprint for a strategy that is implemented through organizational structures, processes, and systems. The business model is used as a means of comparison of other business models in order to identify strategic differences that can provide a competitive advantage. On the canvas there are 9 sections of business models that include from four main things in business, namely consumers, products offered, infrastructure, and financial feasibility.

As a suggestion to improve the business model, there are two alternative business models include the concept of partnership via the agency and combined concept beginning with the improvement of customer segments and value propositions as well as the addition of online sales concept. The concept focuses on the expansion promotional agencies and reach customer segments in the Greater Jakarta area. The advantages of this concept, namely the promotion of massive and spacious due to the involvement of other distributor. The weakness of this concept is its huge costs for promotion and should support the agency to be able to sell well.

Keywords: business model, customer segment, property, value propositions