

## SUMMARY

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Amount of firms on construction services industry had growth up to 1.871 firms within period of 2010 to 2015, averaging at 375 new firms every years. High competition intensity on construction industry drive PT AMC to have a clear business model and strategy to sustain on the industry. This research aim to get a clear picture and improve current business model of PT AMC based on Business Model Canvas (BMC) and SWOT analysis approach. This research also aim to design a new future business model prototype based on Blue Ocean Strategy (BOS) approach.

Object of this research are case study of PT AMC, an architectural and construction consultant based on Bogor. Primary data collected from Focus Group Discussion (FGD) to six experts respondents and secondary data are collected from internal corporate archives, literature, and reference from various sources. Data collection method are approached by observation, interviews, and questionnaire filling. Data are then analyzed by various analysis method such as Business Model Canvas (BMC), SWOT analysis, and Blue Ocean Strategy (BOS).

Results shows that PT AMC are currently still facing several difficulties from its current business model. These difficulties lies on value proposition element, customer segmentation, customer relation and business channel. SWOT analysis results shows that on Business Model Canvas elements, there are several internal and external factors creating strengths and weaknesses to corporate when running its current business model. There are seven elements to be majorly fixed and two elements to be minorly fixed. PT AMC needs to improve on these whole nine business model elements in the future to gain better foothold inside the industry.

New business model prototype are designed with new value propositions aiming at new customer segments in order to create a new income stream to corporate. The new value propositions are gained by creating new end products of home and office furnishing, creating a unique furniture design, fixed and lightweight furniture design which could be produced and marketed massively through webstore and marketplace. Innovative products could also be made by utilizing scrap materials via reuse and recycle concept, so that selling price of the products will be affordable.

Keywords: BOS, BMC, Business Model, Consulting Firms, SWOT