

ABSTRACT

CV. PP Services was established in 2005 by looking at business opportunities in the freight and warehousing sector by utilizing trucking modes. The main business of CV. PP Services itself is a provider of freight services with trucking mode which includes loading / unloading and freight forwarding activities. Currently trucks operating under the banner of CV. PP Services can be classified into 3 types of trucks based on the axis of his ankles, double ankles, and tronton. The three types of trucks are able to accommodate a maximum load weight of 5 tons to 20 tons. The more intense competition in the field of transportation and warehousing spur CV. PP Services to innovate on every aspect of the company. This study aims to design a Business Model Canvas proposal to create the value propositions, develop resources, as well as increase the revenue stream from CV. PP Services. The result of this research is nine component of CV PP Services Business Model Canvas. The nine components of the business model are, the first is CV. PP Services customer segments. Second, the value propositions offered. Third, the channel used. Fourth, customer relationships. Fifth, the revenue stream. Sixth, the key resources. Seventh, the key activities. Eighth, the key partnership. Ninth, the cost structure to be incurred.

Keywords: Business Model Canvas, Business Model Innovation, Transportation Business