ABSTRACT

Garasi Kampus is a business that is engaged in car rental services. The current customer segment target of the Garasi Kampus is college students. Garasi Kampus plan to develop its business to increase its income. In this study, the evaluation of Garasi Kampus business model was carried out using Business Model Canvas. The steps needed are mapping the existing business model of Garasi Kampus. The next step is mapping customer profile and analyzing the business environment. Evaluation of business model is also supported by conducting a SWOT analysis as a basis for designing business strategies. Next step is developing the value map and the new business model canvas of Garasi Kampus based on the result of all previous analysis. The first improvement proposed in this research is changing the value proposition. The new value proposition is private mobility management. The other improvements including adding new channels, customer relationships, customer segments, and some adjustments in other blocks.

Keywords: Business Model Canvas, Business Model Environment, Value Proposition, SWOT, Car Rental