

ABSTRACT

Congestion is one big problem in Bandung city. LRT Bandung Raya, which is planned to be built in 2019 and completed in 2021, is planned to be operated by PT Len Industri, a technology-based company. The investment needed to accomplish this project is huge, and it has consequence on the price of the ticket. PT Len Industri needs to find other alternatives of revenue streams from LRT Bandung Raya to get another revenues and lowering ticket prices. Alternatives of revenue streams can be created by building synergies between all resources of PT Len Industri by considering the trend of changes in the business environment. To make a more effective planning process, PT Len Industri needs to design a business model so it can capture values for the customers in a better way. This research aims to design the business model of PT Len Industri's LRT business using the business model canvas framework. This research starts with customer profiling, followed by business environmental analysis. The next steps are SWOT analysis, value proposition design, and design of full business model canvas for LRT which highlights the new alternatives of revenue streams and their consequences on the other blocks and cost structures.

Keywords: Business Model, Business Model Canvas, Revenue Streams, Cost Structures, Revenue Streams, Urban Transportation