

ABSTRACT

In the era of globalization and the development of free trade, freight forwarders have an important role in the transport of goods distribution. Freight services have become the basic needs of people, transportation services create continuity in meeting the needs of the activity of production, consumption and distribution so that the transporters must be addressed on an ongoing basis. CV. ABC is a family company engaged in service delivery using land transportation. CV. ABC was established since 29 August 1994 and the company has been standing for 25 years. CV. ABC is located at Jl. Keting No. 12A, Teluk Gong, North Jakarta. Services offered by CV. ABC provides a delivery truck for a short-term one-way delivery, long-term rental truck to a specific period, rent heavy equipment, ship goods by ship and help in insuring cargo shipped. The proportion of the value delivered by CV. ABC is experienced in sending goods throughout Indonesia by providing all kinds of trucks to deliver goods on time, safe, and affordable prices, serve to send the goods damaged areas difficult to reach, the first cash payment depends loyalty, quality human resources with satisfactory service. The purpose of this study was to analyze and improve the business model CV. ABC's Business Model Canvas theory approach by Osterwalder & pigneur (2010).

The method used in this research is qualitative method with the type description. Datapada collection technique study was conducted by interviewing in-dept interviews, direct observations in the field, as well as the documentation based on the social situation in the CV. A B C. Technique authenticity of data used in the extension kreabilitas test observations, increased diligence in research, triangulation, and the use of reference materials, transferability, dependability and confirmability.

Results from this study is an evaluation and recommendation of the CV business model. ABC obtained based on the results of SWOT analysis on each element of the business model canvas that has been done to rectify the shortcomings of the nine components of the CV business. ABC that the implementation of business activity CV. ABC can be maximized so that the vision and mission that is expected by the CV. ABC can be realized.

Keyword: Freight Forwarding, Business Model Canvas, SWOT