

ABSTRACT

CV. Eros Group is a company engaged in driving course services in Indramayu Regency, West Java. Customer segmentation targeted by CV. Eros Group includes students and employees in the Regency who do not yet have the ability to drive but have the intention to learn to drive. Business development is certainly needed on the CV. Eros Group to meet the ever-changing needs of companies. Business Model Canvas is a method for developing a business by giving the form of an overall picture represented by nine blocks. This thesis has a purpose to evaluate business model of CV. Eros Group with a several initial steps. The initial steps are collecting related data to make a model for existing business by having interviews with CV. Eros Group owner, followed by internal analysis data based on customer profiles. It is taken from interviews with CV. Eros Group customers. Data analysis from literature study is also used. Then, the next step is SWOT analysis by using a questionnaire method which is distributed to company employees which the indicators made for the required data needs. After analyzing, the results give a consideration of proposed strategy in the Business Model Canvas. Next step is fitting customer profile process with a Value Proposition Map that serves to find out what kind of proposal are suitable to meet customer desires. As a result, the final outcome of the research is a business design model proposal for CV. Eros Group.

Keywords: Business Model Canvas, Customer Profile, Value Proposition Canvas, SWOT (Strength, Weakness, Opportunity, Threats).