

ABSTRACT

PT Mitra Kontraktor Sejahtera develops a start-up business named Traktorhub.com. Traktorhub is a web based digital platform that adopts the concept of conventional construction business into a digital form. It concerns on online rental marketplace for material handling equipment (MHE) and heavy equipment. Traktorhub.com sees that there is an opportunity for them because there are thousands of small and medium construction companies in Jakarta and other regions, which usually do not have their own material handling equipment. In running their business, there are some obstacles faced related to promotion method, customer gained, and revenue streams. To solve the problems, Traktorhub needs evaluation on their business model in order to be able to continue growing, adjusting with technological and other development. Evaluation method used on this research is Business Model Canvas which are consist of 9 blocks: customer segment, value proposition, key activity, key resource, key partners, customer relationship, channel, revenue streams, and cost structure. Data needed are: existing business model which are obtained from interview with the operational staff of the company, customer profile data which are obtained from the interview with the customers, and environment analysis data which are obtained from interview with company staff and also literature study. All the data are processed and used to do the SWOT analysis. SWOT analysis then be used to design the business improvement strategy. After strategy design, next is value proposition design which will be fitted with customer profile. Furthermore, is design the proposed business model for Traktorhub to continue to grow. Some of the proposed strategy are making new features, new promotion method (channel) , and hire new human resources. Keywords: Traktorhub, Material Handing Equipment (MHE), Heavy Equipment, Business Model Canvas (BMC), Customer Profile, SWOT Analysis, Value Proposition Canvas