

ABSTRACT

Business projection is a strategy that helps in making tactical and long-term decisions. For businesses, business assessment is the basis for making and preparing budgets for all existing sections. Business design and planning that needs to be carried out by all business units that will be run. One of the exhaust business units, DNA exhaust Purbalingga, which has been producing exhaust since 2016, has had several problems both from within and from outside the company. Businesses engaged in similar fields are stiff competitors and a threat to DNA exhaust. This research uses a canvas business model approach to help DNA exhaust in determining the right strategy so as to increase profits and can continue to survive. The results of the research, strategic design using nine elements of the business model canvas by taking into account the SWOT matrix is obtained if the exhaust DNA is in quadrant V which means it has a general strategy in the form of market penetration, product development and market development. The strategy that can be done is by optimizing online media in reaching a wider market, as an effort in market development. Then increase the number of product variations offered to customers as a product development effort. As well as carrying out financial records and recording customer data, in an effort to penetrate the market.

Keywords: Business Model Canvas, Muffler, Projection.