

## **ABSTRACT**

*Los Nitros, a business unit under PT Neo Karibco Patmanam, primarily offers nitrogen gas refilling services. The company is currently experiencing a significant decline in revenue, spanning from May 2024 to May 2025. This downturn is attributed to a combination of internal inefficiencies and impactful external competitive pressures. To address these challenges, this study utilizes the Business Model Canvas method in conjunction with a SWOT analysis. This integrated approach, specifically leveraging the SWOT matrix, aims to formulate precise and effective strategies for Los Nitros. Based on the internal questionnaire responses, it was determined that Los Nitros' value proposition resides in Quadrant III (Weakness-Opportunity strategy), infrastructure management in Quadrant I (Strength-Opportunity strategy), financial aspects in Quadrant IV (Weakness-Threat strategy), and customer aspects also in Quadrant IV (Weakness-Threat strategy). Consequently, proposed business strategies diversifying into secondary products for the value proposition; strengthening partnerships to broaden distribution and enhancing refilling technology for infrastructure management; adjusting product and service pricing and installing additional CCTV cameras for financial aspects; and developing and optimizing online sales platforms along with integrating cashless payment methods for customer aspects. An updated Business Model Canvas was subsequently developed to reflect these proposed strategies. Interview findings indicate that Los Nitros' internal team has granted approval for all suggested business strategies. Notably, the strategies concerning price adjustments, CCTV installation, and the introduction of cashless payment methods have already been implemented, yielding positive results for the company. The overarching objective is for the proposed Business Model Canvas to be fully integrated into Los Nitros' operations, thereby offering comprehensive solutions to the challenges it currently faces.*

**Keywords:** *business model canvas, Los Nitros, nitrogen gas filling, business strategies, proposed strategy, SWOT, value proposition*