



# MANAJEMEN BISNIS ONLINE

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**You might have dreamed for years about starting an online business.**

**Or perhaps you woke up just yesterday with a brilliant idea. What are you waiting for?**

You can easily get bogged down with excuses for why your business won't happen. To keep you motivated and on track, here's a list of the top reasons to start an online business *now*:

- **You can gain financial freedom.**
- **You have unlimited customer reach**
- **It's affordable**
- **Your schedule is flexible**
- **Novices are welcome**
- **You can start quickly.**
- **You can expand an existing business**

- **No age barriers exist**
  - **A variety of ideas qualify**
  - **Niche products hold unlimited potential**
  - **Everyone else is doing it**
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## Finding a business that's your type

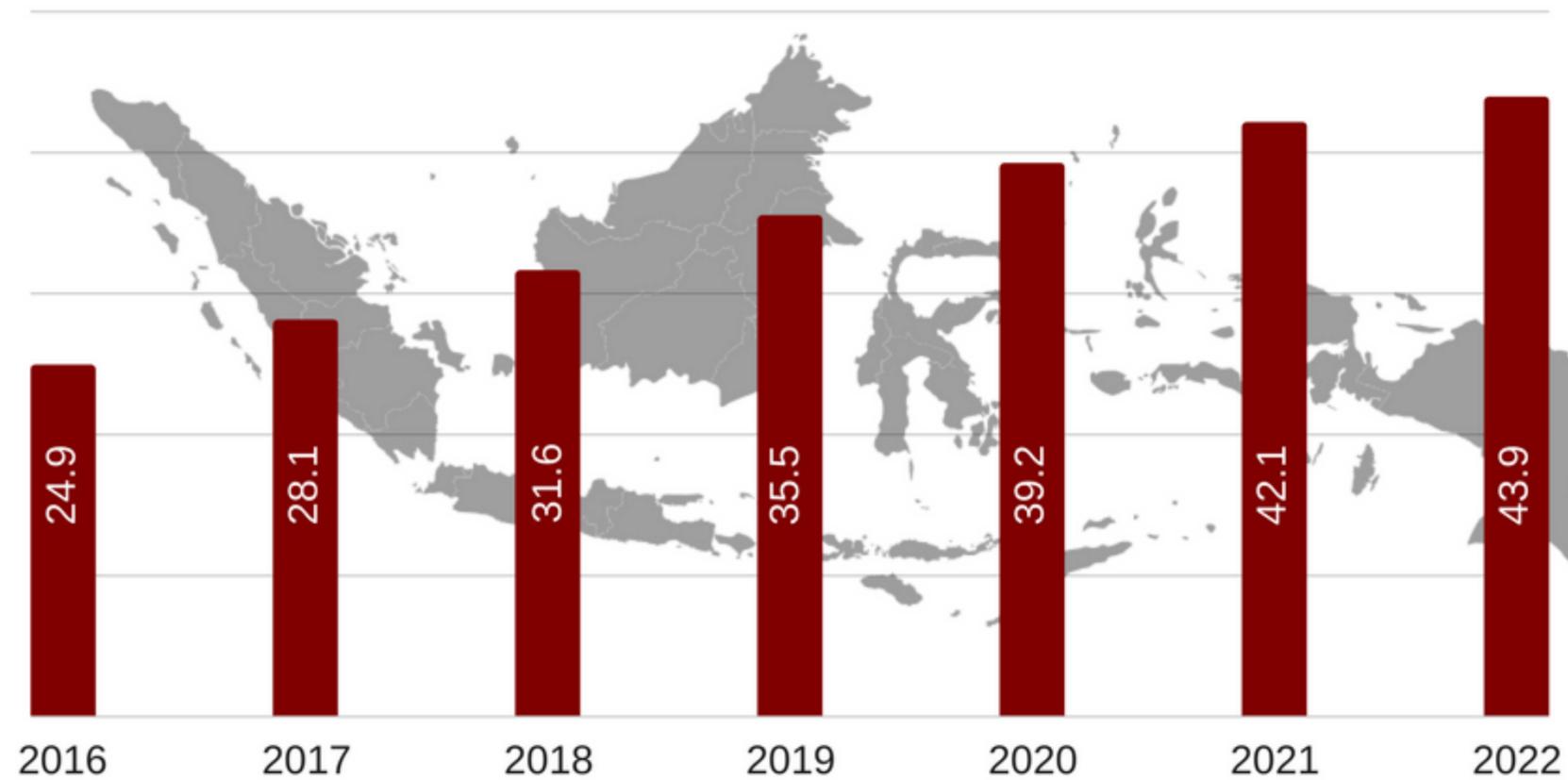
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You can pursue a variety of businesses to earn money online. Almost all types of income-generating opportunities fall into one of two categories:

» **Business to consumer (B2C):** Customers are typically the individual consumers who make up the general public. They buy products or services designed for personal use.

» **Business to business (B2B):** Customers are most likely other businesses. They might buy hospital equipment, steel by the ton, employee uniforms, or anything that would be used primarily by a company

## NUMBER OF ONLINE SHOPPERS IN INDONESIA (in millions)



Source: Statista, e-Commerce Indonesia, User in millions

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eshopworld

eshopworld

2016

2017

2018

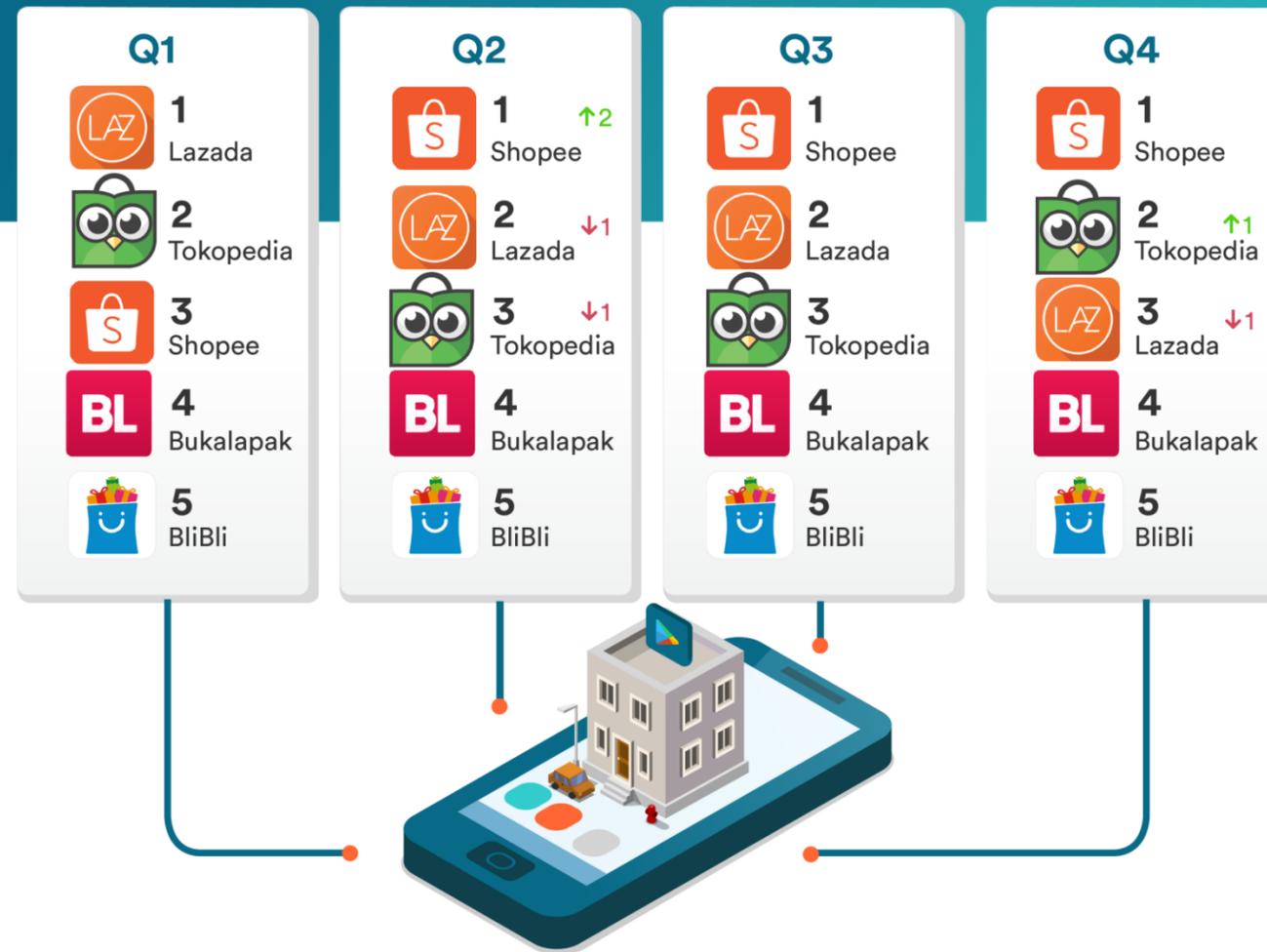
2019

2020

2021

2022

# Aplikasi Mobile Shopping Paling Populer di Google Play



Sumber Data:  
App Annie. Rata-rata ranking mingguan aplikasi kategori "shopping" di Indonesia



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## Thinking Like an Online Entrepreneur

Using the Internet to conduct business is similar in many ways to operating a traditional company. In fact, many traditional offline businesses now conduct part of their business online.

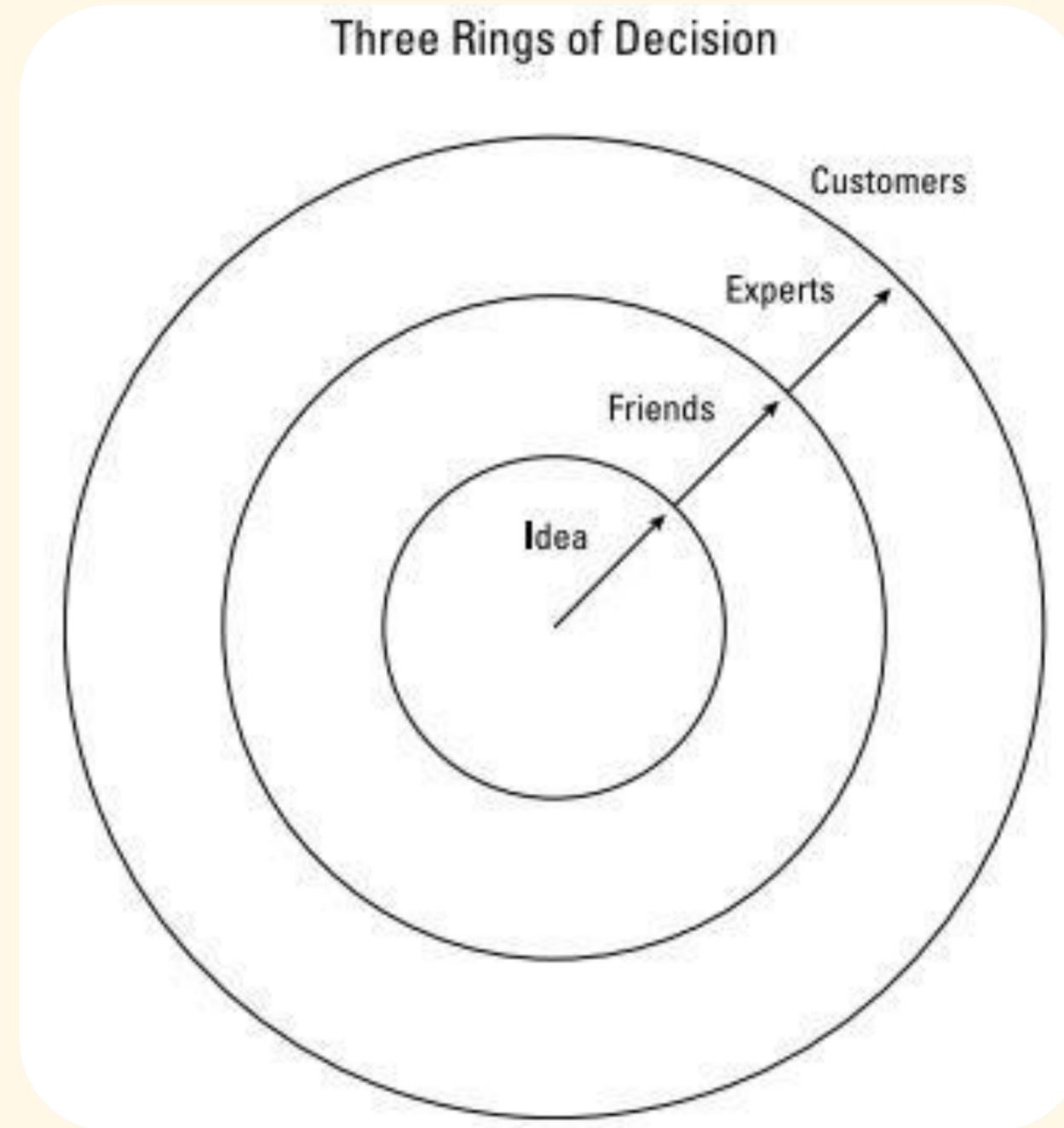
Today, consumers research products and services online and expect to be able to buy products or services online, even from bricks-and-mortar stores.

*Profitability* (or how much money you make after subtracting your expenses), taxes, marketing, advertising, and customer feedback are other examples of factors that affect your business whether it's online or offline

- **See the invisible storefront**
- **Understand who your customers are**
- **Respond to fast and furious changes**
- **Speak the language**
- **Communicate visually.**
- **Know when (or whether) to innovate**
- **Reap repeated rewards**

# Using informal research to verify your idea

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Ring 1 consists of your friends, family, and coworkers. Ask them these questions:

- » Have you ever heard of this type of product or service?
- » Would you buy this product or service?
- » Do you think it's a good idea?
- » What challenges do you think I will encounter?
- » What are the benefits?
- » Can you envision me selling this product or service? Why or why not?

» Can you envision me selling this product or service? Why or why not?

» What are the benefits?

In Ring 2, seek input from industry professionals, investors, other entrepreneurs, and organizations that offer support to small businesses. Ask questions similar to those listed for Ring 1. Because of the experience of the people in Ring 2, you should give more weight to their responses. Small-business support resources include the following:

- » **Small Business Administration (SBA) ([www.sba.gov](http://www.sba.gov)):** The SBA, a government-sponsored organization, helps small-business owners with loans, paperwork navigation, free seminars, and other services.
- » **Small Business Development Center (SBDC) ([www.sba.gov/sbdc](http://www.sba.gov/sbdc)):** The SBDC is a partnership between the SBA and universities. Together, they provide support, mentoring, training, and educational services to both new and established small businesses. SBDCs are available through local branches, often located in a partnering university or Chamber of Commerce.
- » **Chamber of Commerce ([www.uschamber.com](http://www.uschamber.com)):** From small towns to large cities, all local chambers help owners develop their small businesses.
- » **SCORE ([www.score.org](http://www.score.org)):** This network of retired executives matches small-business owners with business-exec retirees who volunteer their time to help small businesses develop and prosper.

In Ring 3 are your potential customers. Ask them these questions:

- » Would you use this product or service?
- » Have you used something similar?
- » How much would you be willing to pay?
- » How often would you use it?
- » Where would you normally go to buy this product or service?
- » Would you order it over the Internet?

» Μπορεί λοιπόν ο πελάτης να αγοράσει το προϊόν σας?

» Πόσο θα ήταν διατεθειμένος να πληρώσει για το προϊόν σας?



- 1. Informasi penting hari ini**
  - 2. Manfaat penting dari informasi penting hari ini**
  - 3. Tindak lanjut yang dapat saudara lakukan**
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# Thank You!

Any Questions?