



Pasar untuk *e-commerce*

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B U S I N E S S I D E A

Every successful business begins with that first idea. From fast-food restaurants to selling cosmetics from home, Ray Kroc first dreamed of hamburgers at McDonald's and Mary Kay visualized selling makeup door to door. When the Internet first provided similar opportunities, Jeff Bezos visualized a way for consumers to buy everything from books to clothing and have it delivered straight to their doorsteps through Amazon

Three Rings of Decision

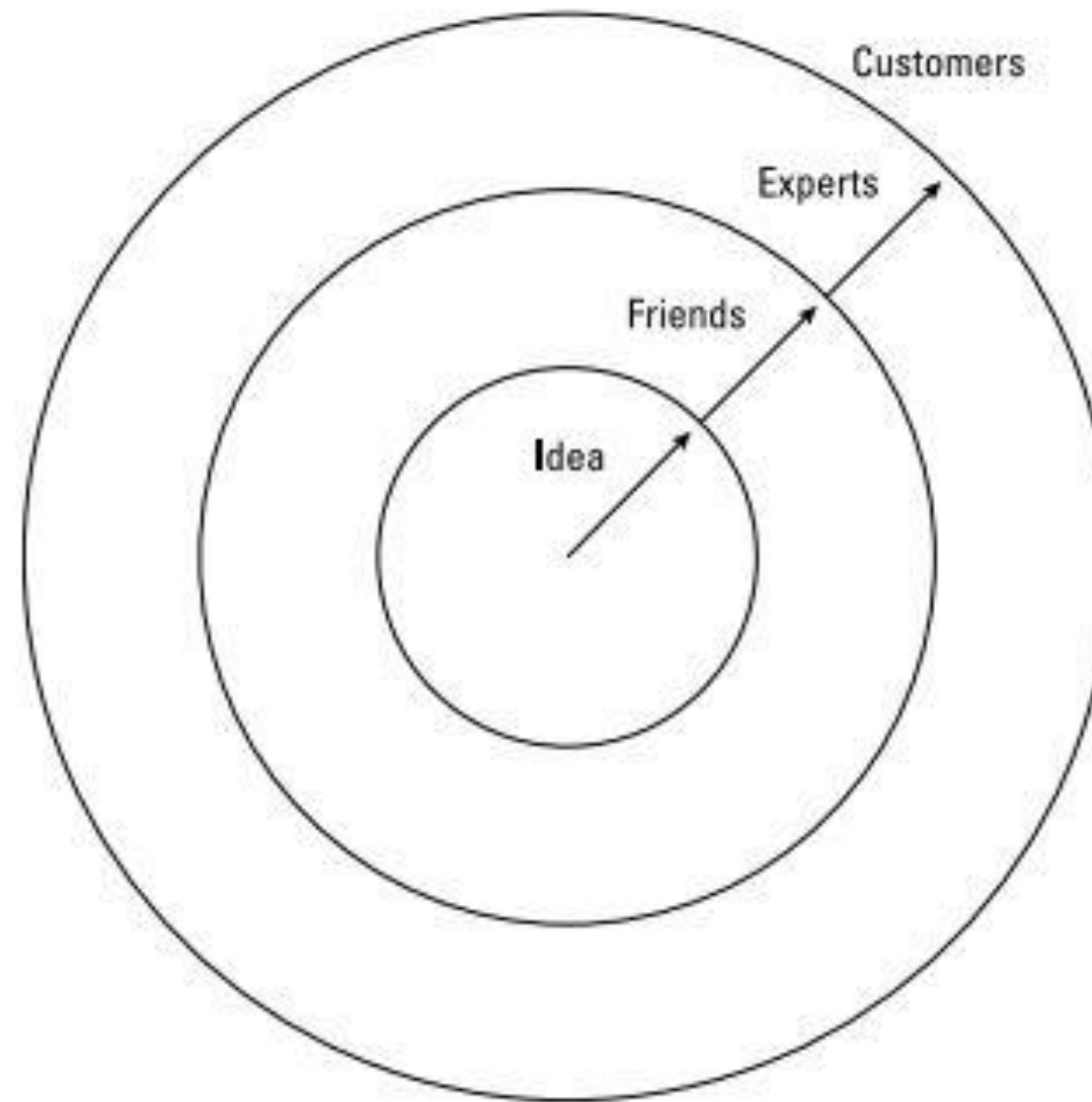


FIGURE 2-1:
Using your close
contacts and
moving outward
is a good method
for gathering
information.

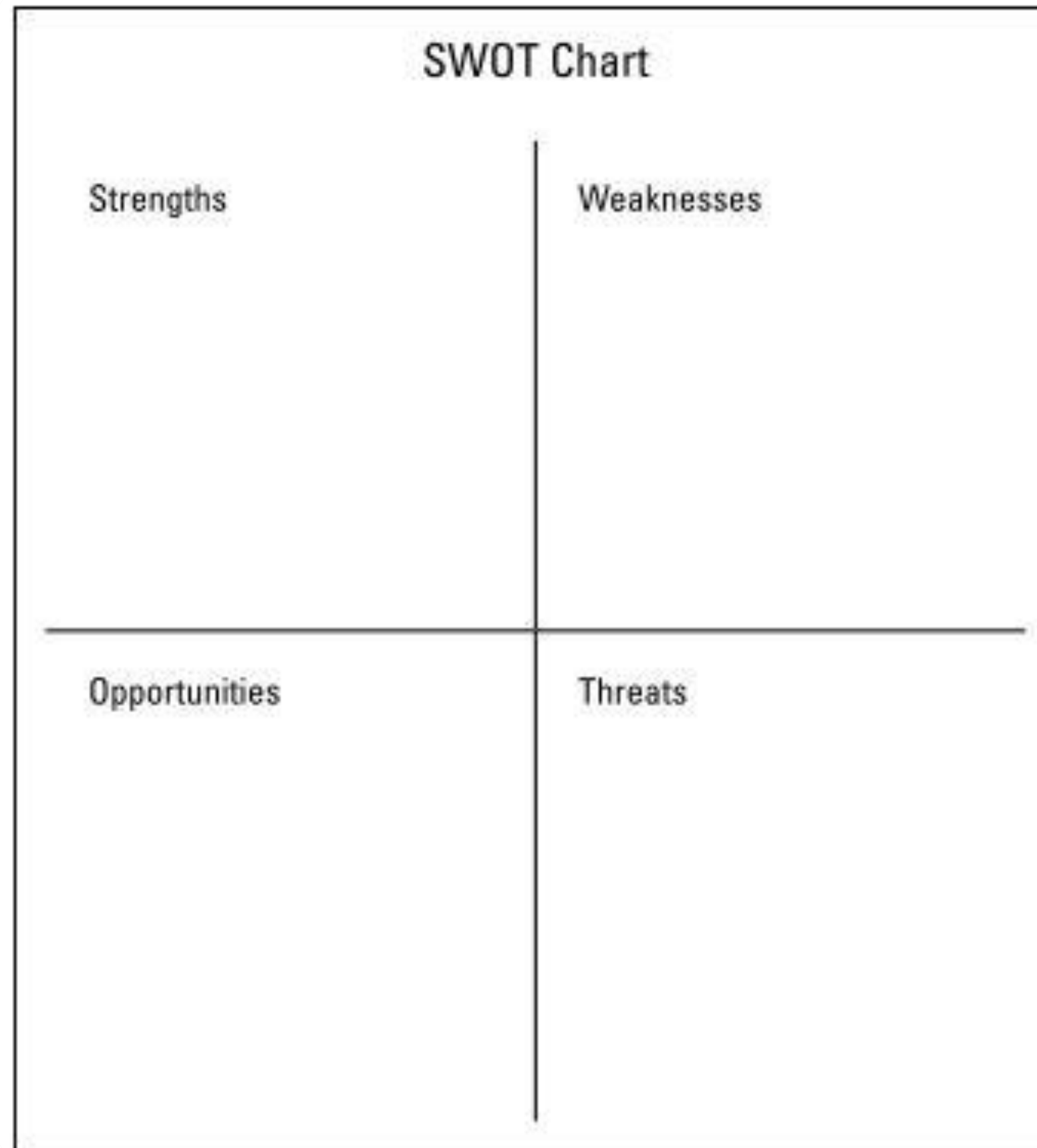
information
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-
- » Have you ever heard of this type of product or service?
 - » Would you buy this product or service?
 - » Do you think it's a good idea?
 - » What challenges do you think I will encounter?
 - » What are the benefits?
 - » Can you envision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

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- » 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?

Applying a SWOT analysis to your idea

Another popular method for determining the pros and cons of an idea is referred to as *SWOT analysis*. (SWOT is short for strengths, weaknesses, opportunities, and threats.) Companies use it for several reasons, including as a decision-making tool for product development. The simple process also lends itself to a more thorough investigation of your business idea.



S t r e n g t h s

- What advantages does the product or service offer?
- Do I have expertise in this business or industry?
- Can I get a patent to protect the idea?

Weaknesses

- How much does developing the product cost?
- Is getting suppliers difficult?
- Am I learning a new industry from the ground up?

Opportunities

- Does my idea take advantage of a new technology?
- Is my product or service in demand?
- Have changes in policies or regulations made my idea necessary?

Threats

- Does my product or service have established competitors?
- Do my competitors sell the product or service for less than I can?
- Will changes in technology make my product obsolete?

CHOOSING THE BEST IDEA FOR YOU

- Does this idea interest you?
- Does this product or service *excite* you?
- Do you have experience with this product or service?
- Does it require a large investment?
- Do you have money readily available to fund the concept?
- Will starting this business require you to alter your lifestyle?
- Are you willing to change your lifestyle for this idea?
- Does this business reflect your personal goals?
- Does this idea reflect your professional goals?
- Can you imagine owning this same business in 10 years?

Your product and service

- * What is the product or service?
- * How will my customers use it?
- * Where or how will my customers buy it?
- * How is it designed, and how is it delivered to my customers?

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Your experience (including your management team's experience)

- * Who is my management team?
- * What experience do I (and my employees) have?
- * What are my specific skills and credentials?
- * Which skills am I missing, or in which areas am I weak?
- * How much time can I devote to my business?

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* Which skills am I missing, or in which areas am I weak?

The market in which you're competing

- * What is the demand for my product?
- * Who are my customers? (What is the target market?)
- * How big is the market I'm selling to?
- * What is the status of the market? Is it growing or stagnant?
- * Where and how can I reach those customers?

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Your competition

- * Who are my primary and secondary competitors? (Describe each of your competitors in detail.)
- * How do my competitors market their products or services?
- * What makes me different or better than my competitors?
- * Is my product easy to copy? How can I prevent copycats?

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Your costs

- * How much does it cost to make my product or produce my service?
- * What other business costs do I have?
- * What amount of money do I need to start?
- * Do I have access to funding?
- * When will I make a profit?

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* Do I have access to funding?

Identifying Your Market and Target Customer

The terms *target market* and *target customer* are defined as the entities that buy your product or service. Although these phrases are sometimes used interchangeably, *market* is often used to describe a collection of individual target customers.

The term *buyer persona* is also used as a way of providing a detailed description (or persona) of your typical customers. You most likely have several types of customers, each with a unique persona — and you mostly likely have several buyer personas that make up your target customers.

Classifying your customer

How do you decide who this person is or who the groups of people are? You can create buyer personas by describing or segmenting your customers based on different traits or classifications. The two most common classifications are :

- **Demographics:** Age, income, gender, and occupation are examples of common factors used to describe your customers.
- **Psychographics:** Music choices, hobbies, and other preferences make up this category. Usually, psychographics reflect lifestyle choices.

» **Benefits:** Describe why customers use your product or service. For example, customers might need it for medical purposes. Or they might receive a luxury

benefit, where they don't *need* the product or service but choose to invest in it for perceived benefits.


» **Geographic preferences:** Point out where people live. The location can include a specific neighborhood, city, state, region, or even country. Customers can also be segmented according to home (or residential) locations versus business locations.

Technology has made it easy to target your customers by location. Knowing where your customers are in terms of geography can be a critical competitive advantage.

» **Use-based preferences:** Specify how frequently customers want or need your product.

REFLEKSI

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

The background features teal-colored geometric shapes in the corners, resembling folded paper or abstract triangles. The main text is centered in a clean, sans-serif font.

THANK YOU!

ANY QUESTIONS?