

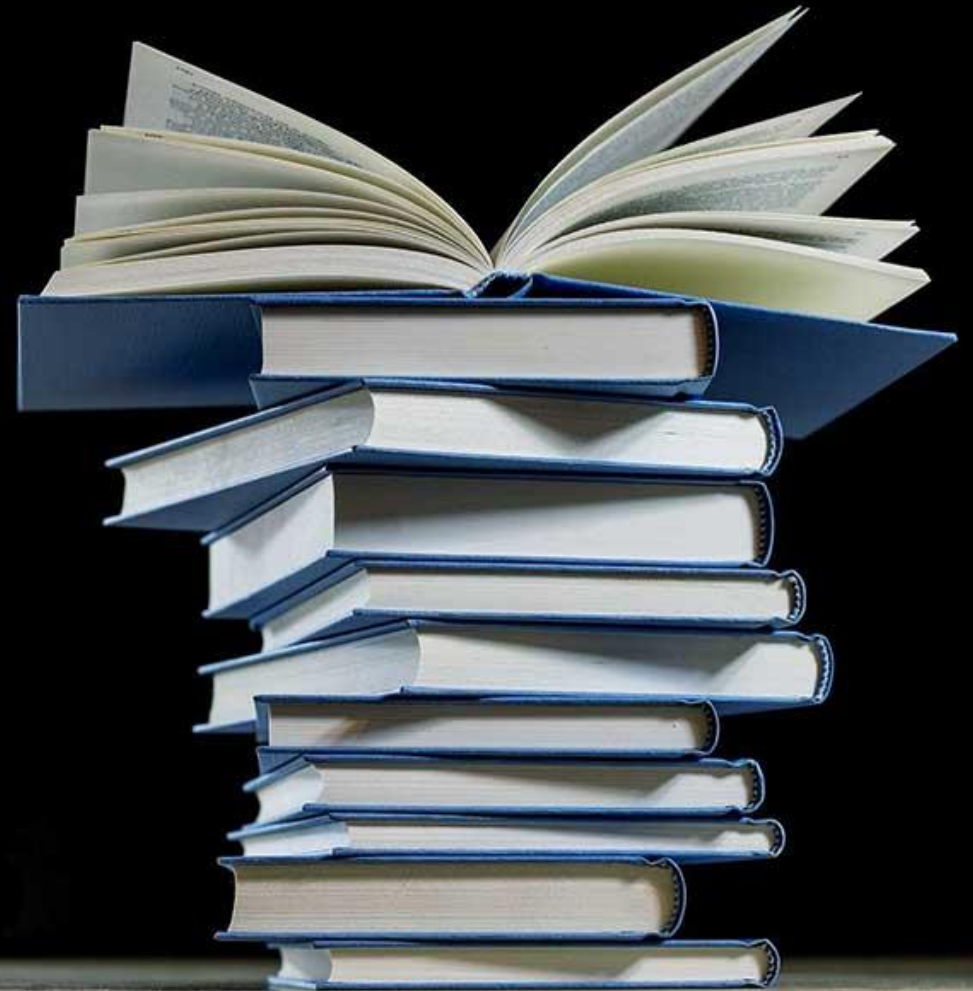


# INOVASI & KEWIRAUSAHAAN

## SESI 1

## Topik Materi

1. Business Market Understanding
  2. Generating Idea and Opportunity Recognition
  3. Creative Problem Solving and Design Thinking as Fundamentals in Innovation\*
  4. Business Risk
  5. Technology Based Business (Technopreneur)\*
  6. Legal and Business Ethic Principles
  7. Sharing Session (business practitioners)
- UTS : Ujian Tertulis
8. Writing Business Plan Part 1
  9. Writing Business Plan Part 2
  10. Writing Business Plan Part 3
  11. Business Model Canvassing part 1
  12. Business Model Canvassing part 2
  13. Funding for Business
  14. BMC Presentation (Video)
- UAS : Business Plan Presentation







# **BUSINESS MARKET UNDERSTANDING**

# Outline:

- Introduction to Business Market & Types of Market Structure
- Discuss comprehensively the Marketing Strategy
  - Elements of Marketing Strategy
  - SWOT Analysis
  - The 5C's Marketing Analysis
  - Marketing Plan Element
- Red Ocean Strategy vs Blue Ocean Strategy
- Class Assignment



# What is Business Market?



Business market consists of all the organisations that acquire goods and services used in the production of other products or services that are sold, rented or supplied to others.





	HELPFUL	HARMFUL
INTERNAL	<b>S</b> STRENGTHS	<b>W</b> WEAKNESSES
EXTERNAL	<b>O</b> OPPORTUNITIES	<b>T</b> THREATS

**Understanding your market** is critical to long term success. This will enable you to develop a strategy to build on your strengths, improve your weaknesses, as well as understanding the threats and opportunities for your business.

## Contoh Analisis SWOT dari Perusahaan Gojek

### Strength (Kekuatan)

- Bisnis model sangat efisien
  - Jumlah driver banyak
- Mudah untuk diduplikasi di daerah lain
- Membuka banyak lapangan pekerjaan

S

W

### Weakness (Kelemahan)

- Pihak perusahaan punya ketergantungan yang sangat tinggi terhadap driver (pengemudi)
- Proses bisnis tidak bisa berjalan tanpa adanya akses internet yang memadai

### Opportunity (Peluang)

- Dapat merambah ke sector bisnis lainnya
  - Mudah menggaet pihak strategis
- Akses pasar kepada generasi millennial terbuka lebar

O

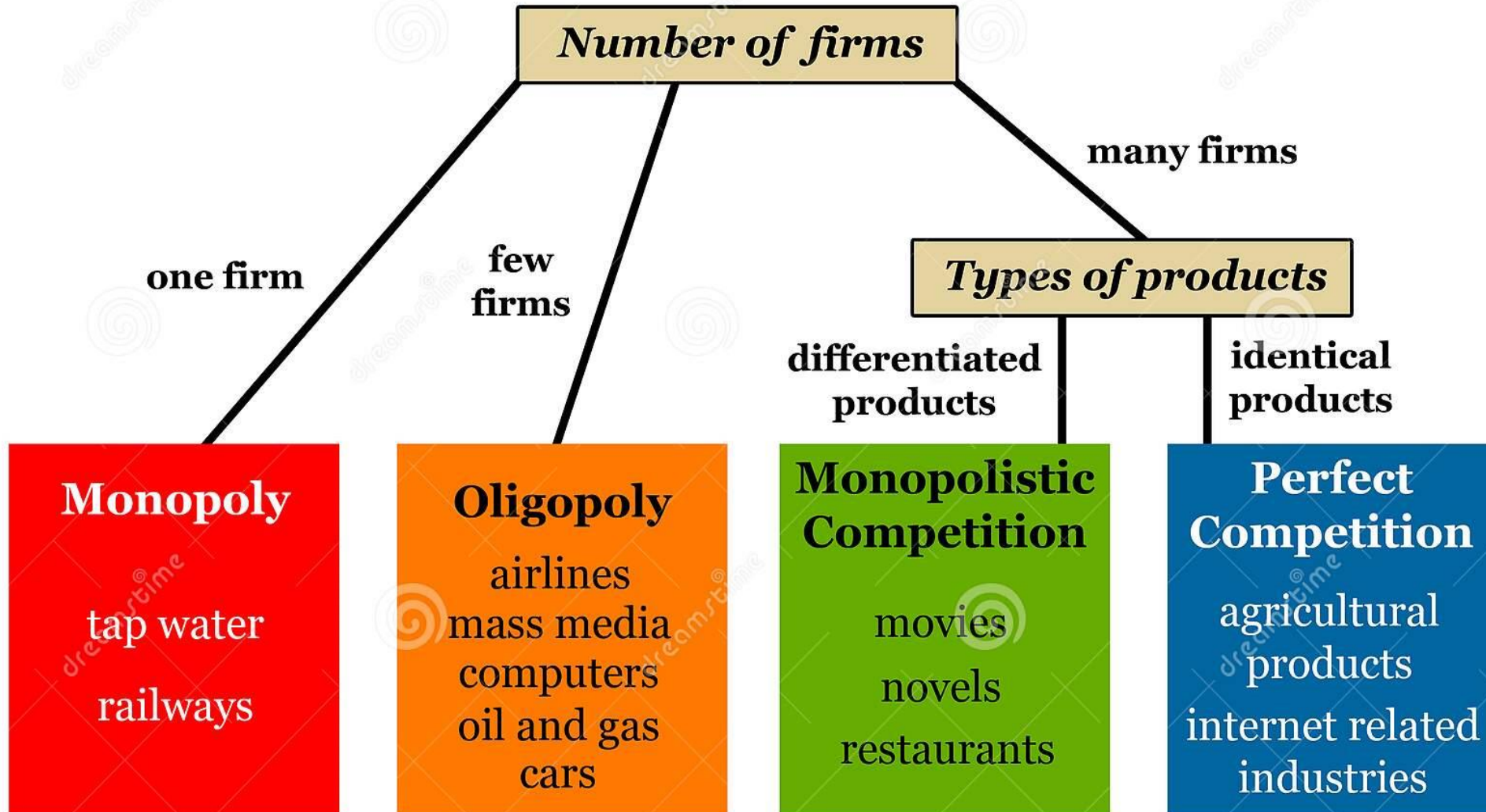
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### Threats (Ancaman)

- Regulasi hukum belum matang dan bisa berubah kemudian
- Adanya segenap masyarakat yang belum adaptif terhadap perubahan

Ariney/

# The four types of Market Structure





□ Contoh monopoli



**Membandingkan Monopoli & Monop. Competition**

	monopoli	monopolistic competition
Jumlah penjual	satu	banyak
Bebas	no	yes
Profit ekonomi jangka panjang	positif	no
Perusahaan mempunyai kekuatan pasar?	yes	yes
D curve yang dihadapi perusahaan	Menurun (market demand)	Menurun
close substitutes	none	many

Contoh pasar oligopoli



Monopolistik Competition

PRODUSEN BURGER



Pasar Persaingan Sempurna



# Marketing Strategy

**A Strategy** is a plan of action designed to achieve certain defined objectives.

At the heart of any business plan is its **marketing strategy**.

Businesses exist to deliver products and services to market.

## 9 ELEMEN INTI PEMASARAN

Elements of  
Marketing  
Strategy

STRATEGI
1. SEGMENTASI
2. TARGETING
3. POSITIONING

TAKTIK
4. DIFERENSIASI
5. MARKETING MIX
6. PENJUALAN

VALUE
7. MEREK
8. PELAYANAN
9. PROCESS

# The 5C's Marketing Analysis





# Marketing Plan Elements



# Types of Market Spaces – Red & Blue Ocean Strategies

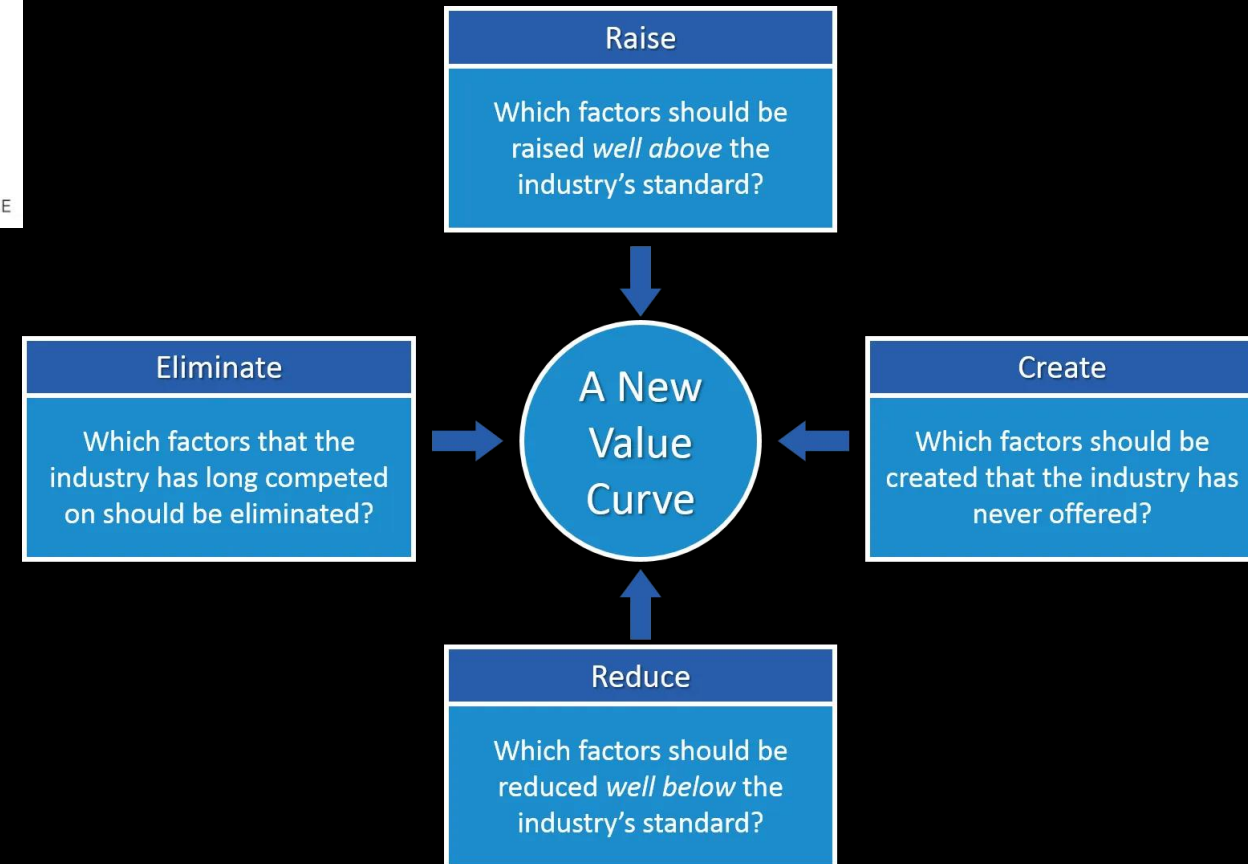
**Red ocean strategy** is all about competition. As the market space gets more crowded, companies compete fiercely for a greater share of limited demand.



**Blue ocean strategy** creates new demand. Companies develop uncontested market space rather than fight over a shrinking profit pool.

# WHAT IS BLUE OCEAN STRATEGY?

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# SUMMARY

## Red Ocean Strategy

VS

## Blue Ocean Strategy

Compete in **existing** market space.

**Beat** the competition.

Exploit **existing** demand.

**Make** the value-cost trade-off.

Align the whole system of a firm's activities with its **strategic choice of differentiation or low cost**.

Create **uncontested** market space.

Make the competition **irrelevant**.

Create and capture **new** demand.

**Break** the value-cost trade-off.

Align the whole system of a firm's activities in **pursuit of differentiation and low cost**.

# Tugas Individu

- ☐ Pilih 1 Perusahaan di Indonesia yang familiar dan berada di Red Ocean.
- ☐ Berikan rekomendasi Blue Ocean Strategy.
- ☐ Dibuat dengan format PPT (di PDF-kan)
- ☐ Dikumpulkan maksimal 3 Oktober 2022.

# References

- E. Raymond Corey – Marketing Strategy – An Overview (2003) Harvard Business School Publishing.
- Prof. Robert J. Dolan – Note on Marketing Strategy (2000) Harvard Business School Publishing.
- <https://www.blueoceanstrategy.com/>
- <https://www.investopedia.com/>



# THANK YOU