

# Business Analysis Online Shop

Owner business  
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# Table of Contents

- Business Background
  - Identified Problems
  - Solutions to the Problems
  - Strategy Development
  - Tools to Be Used
  - Tool Pricing
  - View Operational Cost Efficiency
  - Implementation Results
-

# Business Background

A small-to-medium business (UMKM) designed to provide solutions for customers looking to purchase products such as skincare, furniture, fashion, food, etc.

This business offers a variety of products from well-known brands by following trending items.



# Identify Problems & Provide Solutions

All problems and solutions to be implemented have gone through a consultation process.

All solutions are applied based on the business's needs and budget conditions to reduce operational costs while improving efficiency.

## Problems

- Unstructured marketing
- Inconsistent content posting on social media
- No admin or customer service
- No landing page
- Very limited budget
- Business is operated solo

## Solusi

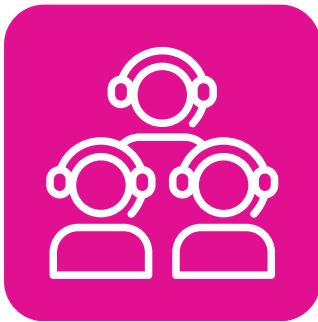
- Use free and user-friendly tools to create content
- Build a very simple marketing ecosystem
- Set up an AI Customer Service system that operates 24/7 for under Rp 200,000/12\$
- Create a custom order form tailored to business needs

# STRATEGY IMPLEMENTATION



## Marketing

- Prepare ChatGPT prompt to determine target market
- Provide Notion templates for content ideas
- Guide execution flow of the content ideas
- Prepare ChatGPT prompt to help evaluate and improve content



## Customer Services

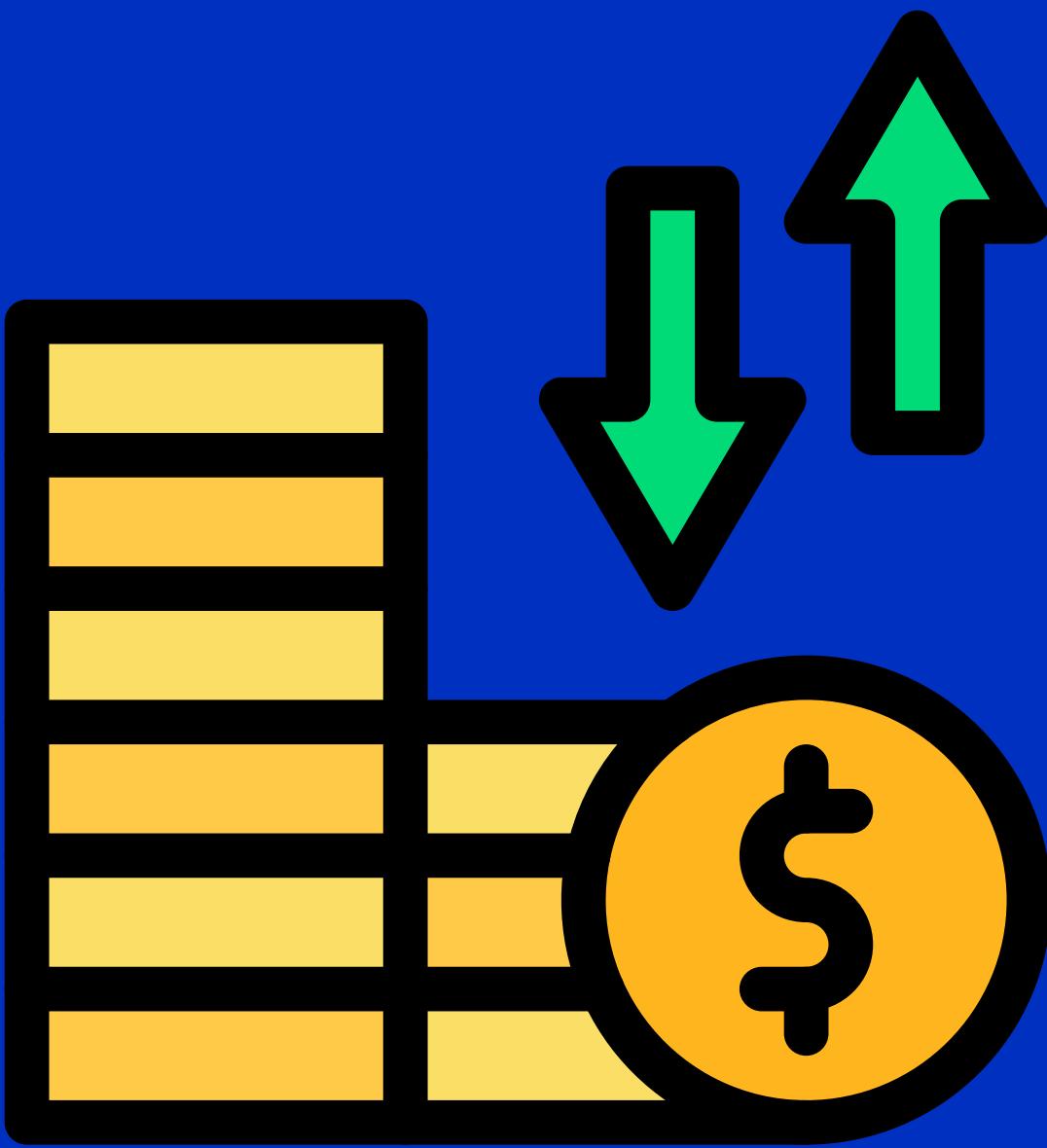
- Gather business data
- Train AI Customer Service
- Connect to WhatsApp Business



## Pemesanan

- Create order form
- Create AI automation for order notifications
- Create AI automation for customer follow-up
- Integrate everything into one system
- Build AI CS flow with order form
- Customer database

Tools yang dipakai	Harga sekali setup	Harga setiap bulan
● ChatGpt	Free	Free
● Canva	Free	Free
● Veo 3	Free	Free
● Vps + CS AI	Rp 125.000	Rp 200.000
● Notion	Free	Free
● Form	Free	Free
<b>Total harga</b>	<b>Rp 125.000</b>	<b>Rp 200.000</b>



# TOOL USAGE

# Profit Increased

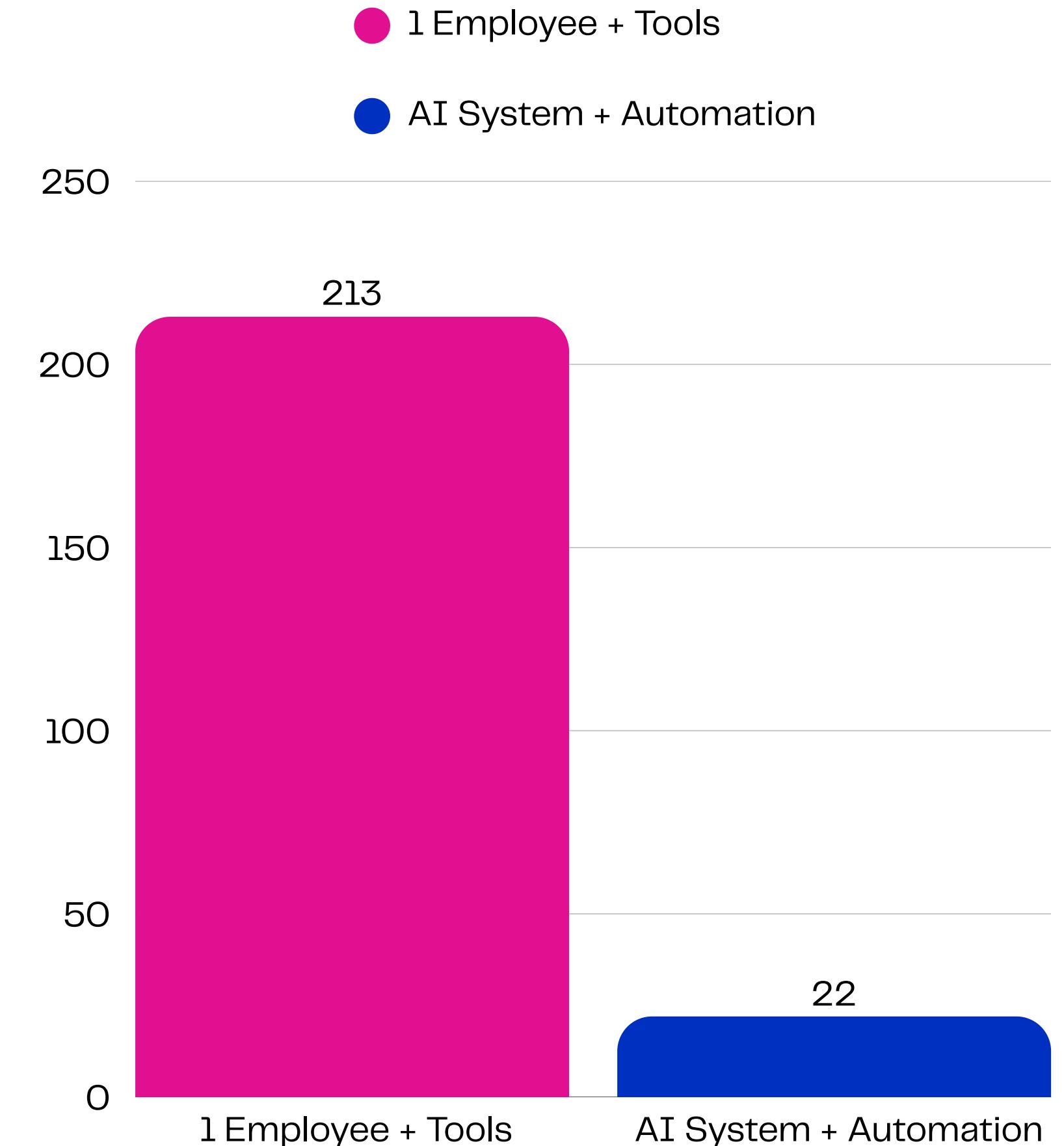
## High operational costs lead to low profit

If the business does not use this system, the operational costs would include:

- 1 Employee for Customer Service
- Tools used for editing

Estimated total cost: Rp 3,500,000 \$213 USD

In comparison, using Automation Systems + AI Agent can reduce costs by up to 90%,



# MARKETING

## Image content

**Plan Marketing**

	Tanggal eksekusi	List content	Bulan
Ide content			
Before & After	June 18, 2025		June 8
Trend lagu galau	June 5, 2025		June 3
Unboxing Produk	June 16, 2025		June 8
How It's Made	June 21, 2025		June 8
Mini Makeover Challenge	June 22, 2025		June 8
Cara Merawat Furniture	June 24, 2025		June 8
CloseUp Detail	June 26, 2025		June 8
Furniture Lokal vs Impor	June 28, 2025		June 8
Giveaway "Make Over Me"	June 29, 2025	<input type="button" value="OPEN"/>	June 8



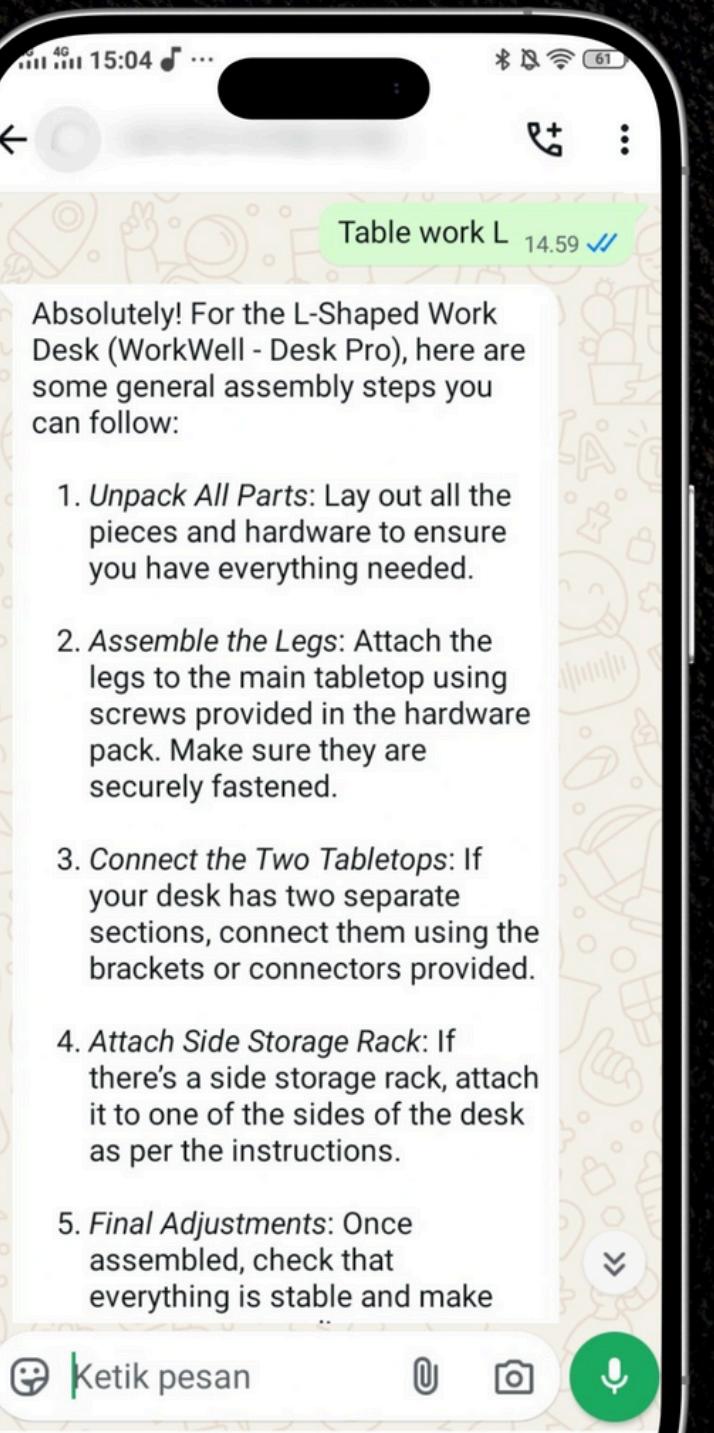
## Video ads



# AI CUSTOMER SERVICES

- SALES
- TECHNICAL SUPPORT
- CUSTOMER SERVICE

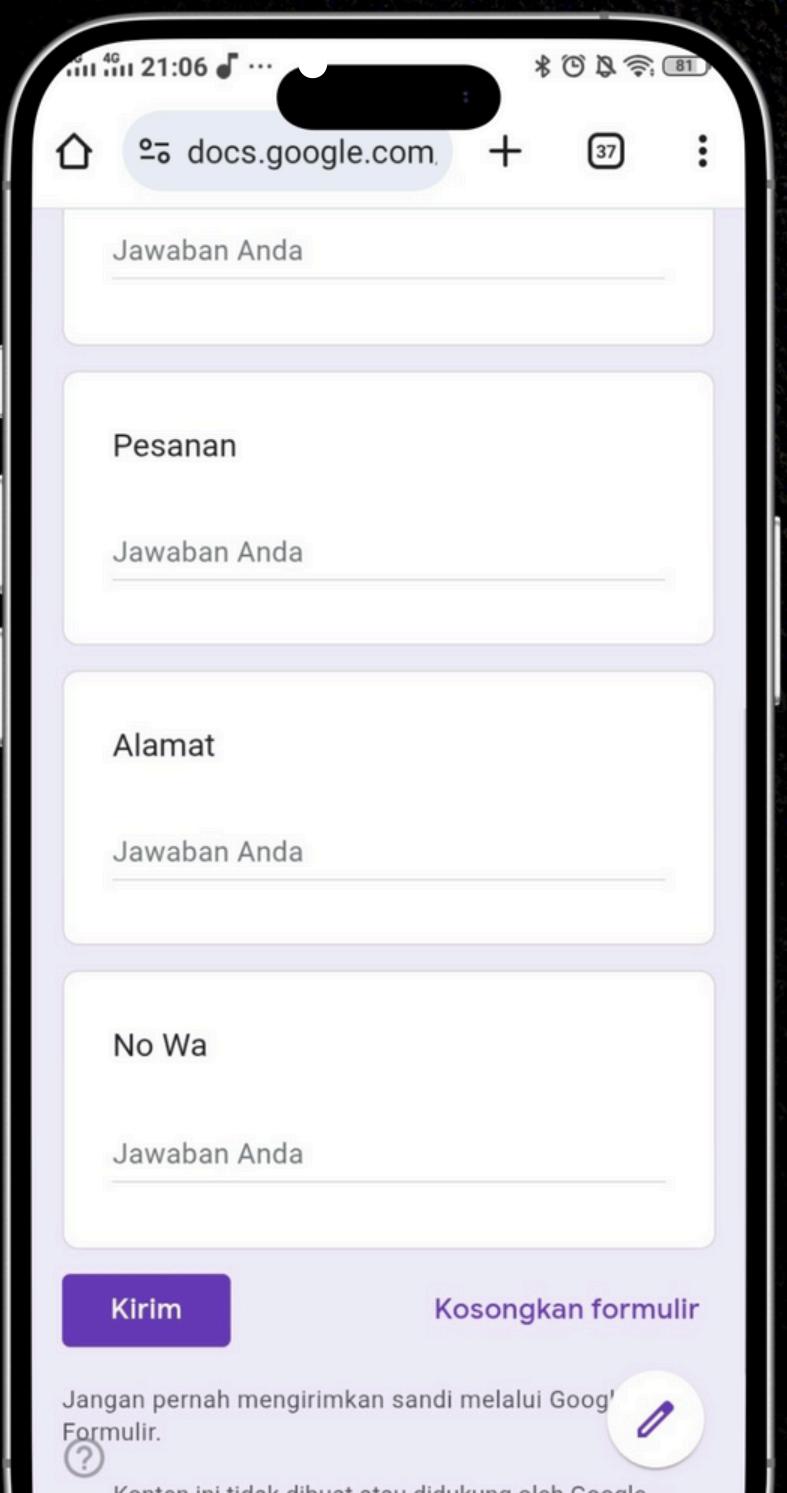
## MULTIPLE ROLES



## FAST RESPONSE, INCREASED SALES

# PRODUCT ORDERING

## ORDER FORM



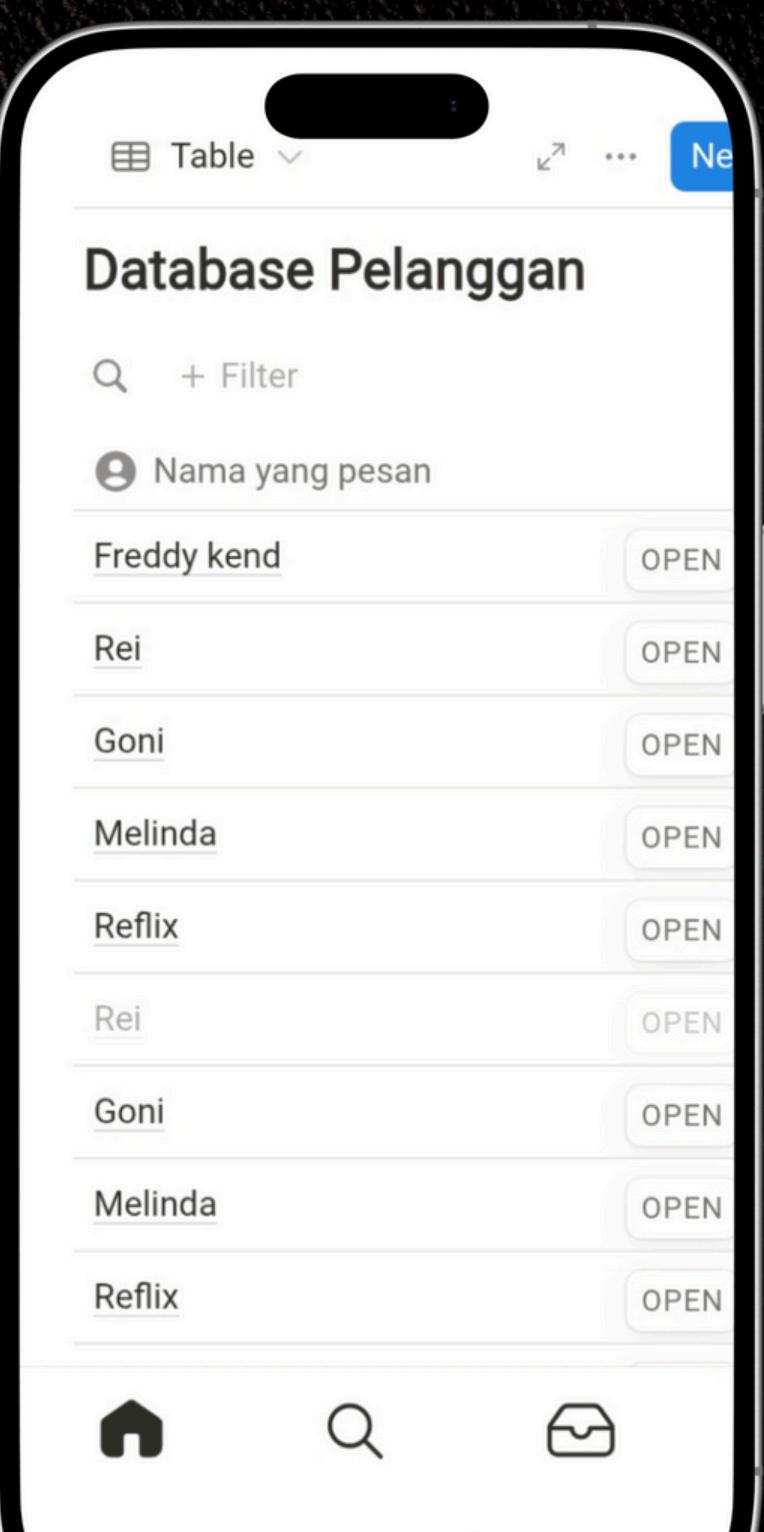
## ORDER NOTIFICATION



## FOLLOW UP EMAIL



## CUSTOMER DATABASE



# BONUS LANDING PAGE

