

Kegiatan Mandiri Kelompok

MASA DEPAN TEKNOLOGI INFORMASI DAN KOMUNIKASI

Ekonomi 4.0 - Ekonomi Berbagi

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Tanggal : 5 November 2020

Petunjuk:

1. Tugas dikerjakan secara berkelompok. Masing-masing kelompok terdiri dari maksimum 3 mahasiswa
2. Kelompok mendalami salah satu “case study”, menjawab pertanyaan, jawaban ditulis dalam paper singkat maksimum 5 halaman kuarto (Paper dikumpul 11 November 2020)
3. Kriteria kualitas paper: Bisnis Model case study yang bersangkutan dijelaskan secara lengkap.
4. Kelompok **mempresentasikan dalam power-point** di pertemuan 12 November 2020

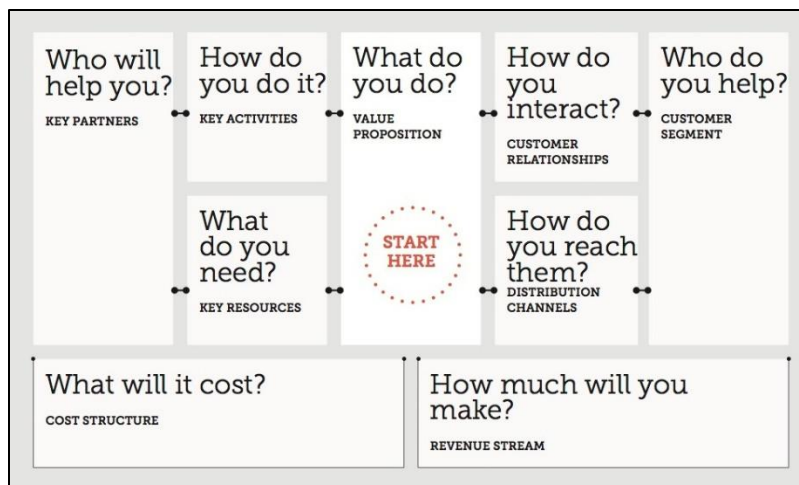
Case study:

1. Republik Digital: Gojek - <https://www.youtube.com/watch?v=iTsVSjRUSyU>
2. UMKM di tengah pandemi: <https://www.youtube.com/watch?v=8yPIByZet8w>
3. Tokopedia dan Bukalapak - https://www.youtube.com/watch?v=wWP_4nPVwu4
4. Youtuber <https://www.youtube.com/watch?v=TOYIJ5HCrsS>

Pertanyaan:

1. Mereka “jualan” apa? (produk/jasa/ ?!)
2. Untuk menjawab masalah apa ? atau untuk membantu siapa?
3. Modal (asset) mereka apa?
4. Teknologi digunakan di bagian mana, seperti apa?
5. Bagaimana mereka menjamin kualitas produk?
6. Mereka mendapat keuntungan dari mana?
7. Bagaimana mereka berbenah supaya tetap “survive” di tengah pandemi?
8. Bisnis Model mereka seperti apa?

Business Model:



1. Value proposition
2. Customer segment
3. Distribution channels
4. Customer relationships
5. Key activities
6. Key resources
7. Key partners
8. Cost structures
9. Revenue stream

Business Model					business model & innovation.	
Partners 7	Activities 5	Value Proposition 1	Customer Relations 4	Customer Segment 2		
Digital Assistant Manufacturer	AWS- Bot & IoT; and Mobile app Setup	Ability to Shop in peace without sales assistants	Customer installs App	Repeat or Loyal customers		
Customers existing ERP/CRM business owners	Existing CRM infra - interfacing with AWS DynamoDB		Loyalty Card/unique customer id	New Customers		
Franchise or store owners buy in to push for deployment	Informing customer	Saving time to locate which item is located where.	OR QR Code Scanning	Customers who are willing to try new way of interaction		
Cloud Service providers	Resources 6		Channels 3			
	Existing client's customers enrolled in loyalty programme	Deeper insights into customer likes	In Store advert			
			Mailables and Social market announcement			
Cost Structure 8		Revenue Streams 9				
Setup of Bot framework at the shop floor location.		Reduced manpower				
Indoor Mapping the layout of the shop floors.		Better and more engaged customers leading to more sales				