



BUSINESS EXPAND PLAN

Kelompok 2

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Company Background

Perusahaan akan memiliki rencana untuk melakukan ekspansi ke negara lain berdasarkan dataset yang dimiliki tentang kegiatan transaksional perusahaan sejak tahun 2010 hingga 2011.

Pimpinan perusahaan memiliki rencana untuk ekspansi perusahaan ke USA. Namun mari kita lihat data berikut ini.

	InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Country
0	536365	85123A	WHITE HANGING HEART T-LIGHT HOLDER	6	12/1/2010 8:26	2.55	17850.0	United Kingdom
1	536365	71053	WHITE METAL LANTERN	6	12/1/2010 8:26	3.39	17850.0	United Kingdom
2	536365	84406B	CREAM CUPID HEARTS COAT HANGER	8	12/1/2010 8:26	2.75	17850.0	United Kingdom
3	536365	84029G	KNITTED UNION FLAG HOT WATER BOTTLE	6	12/1/2010 8:26	3.39	17850.0	United Kingdom
4	536365	84029E	RED WOOLLY HOTTIE WHITE HEART.	6	12/1/2010 8:26	3.39	17850.0	United Kingdom
...
541904	581587	22613	PACK OF 20 SPACEBOY NAPKINS	12	12/9/2011 12:50	0.85	12680.0	France
541905	581587	22899	CHILDREN'S APRON DOLLY GIRL	6	12/9/2011 12:50	2.10	12680.0	France
541906	581587	23254	CHILDRENS CUTLERY DOLLY GIRL	4	12/9/2011 12:50	4.15	12680.0	France
541907	581587	23255	CHILDRENS CUTLERY CIRCUS PARADE	4	12/9/2011 12:50	4.15	12680.0	France
541908	581587	22138	BAKING SET 9 PIECE RETROSPOT	3	12/9/2011 12:50	4.95	12680.0	France

541909 rows × 8 columns

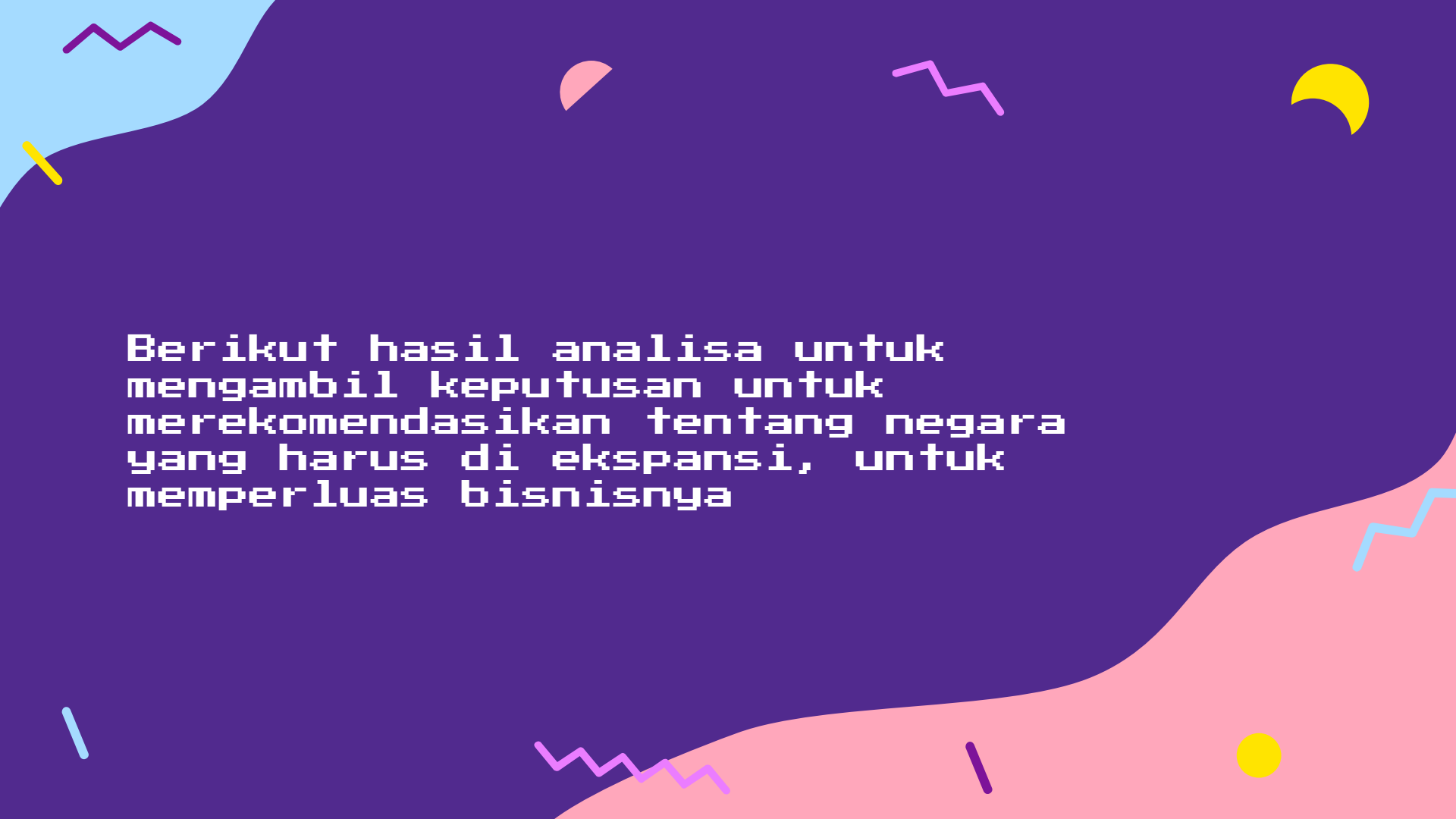
USA

1	United Kingdom	495478
2	Germany	9495
3	France	8557
4	EIRE	8196
5	Spain	2533
6	Netherlands	2371
7	Belgium	2069
8	Switzerland	2002
9	Portugal	1519
10	Australia	1259
11	Norway	1086
12	Italy	803
13	Channel Islands	758
14	Finland	695
15	Cyprus	622
16	Sweden	462
17	Unspecified	446
18	Austria	401
19	Denmark	389
20	Japan	358
21	Poland	341
22	Israel	297
23	USA	291
24	Hong Kong	288
25	Singapore	229
26	Iceland	182
27	Canada	151
28	Greece	146
29	Malta	127
30	United Arab Emirates	68
31	European Community	61
32	RSA	58
33	Lebanon	45
34	Lithuania	35
35	Brazil	32
36	Czech Republic	30
37	Bahrain	19
38	Saudi Arabia	10

Transaction

2	United Kingdom	8187806.364
3	Netherlands	284661.540
4	EIRE	263276.820
5	Germany	221698.210
6	France	197403.900
7	Australia	137077.270
8	Switzerland	56385.350
9	Spain	54774.580
10	Belgium	40910.960
11	Sweden	36595.910
12	Japan	35340.620
13	Norway	35163.460
14	Portugal	29367.020
15	Finland	22326.740
16	Channel Islands	20086.290
17	Denmark	18768.140
18	Italy	16890.510
19	Cyprus	12946.290
20	Austria	10154.320
21	Hong Kong	10117.040
22	Singapore	9120.390
23	Israel	7907.820
24	Poland	7213.140
25	Unspecified	4749.790
26	Greece	4710.520
27	Iceland	4310.000
28	Canada	3666.380
29	Malta	2505.470
30	United Arab Emirates	1902.280
31	USA	1730.920
32	Lebanon	1693.880
33	Lithuania	1661.060
34	European Community	1291.750
35	Brazil	1143.600
36	RSA	1002.310
37	Czech Republic	707.720
38	Bahrain	548.400
39	Saudi Arabia	131.170

Income



Berikut hasil analisa untuk mengambil keputusan untuk merekomendasikan tentang negara yang harus di ekspansi, untuk memperluas bisnisnya

STRATEGY

EXPAND
TARGET

POTENTIAL
COUNTRY

Gross Merchandise
Value

Transaction

Highest Revenue Gain

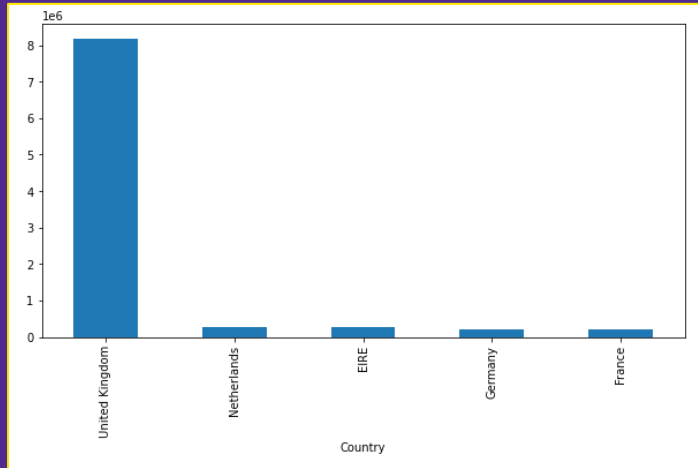
Highest Average
Revenue Gain

Most Frequent
Transaction

GMV ANALYSIS

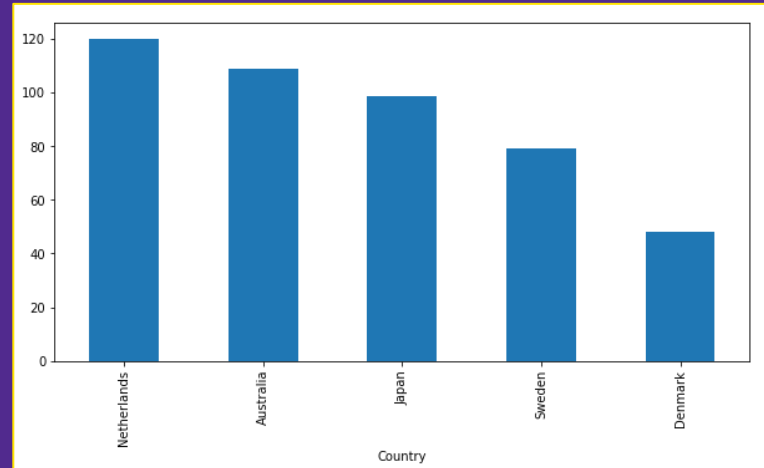
HIGHEST REVENUE GAIN

1. United Kingdom
2. Netherlands
3. EIRE
4. Germany
5. France



HIGHEST AVERAGE REVENUE GAIN

1. Netherlands
2. Australia
3. Japan
4. Sweden
5. Denmark



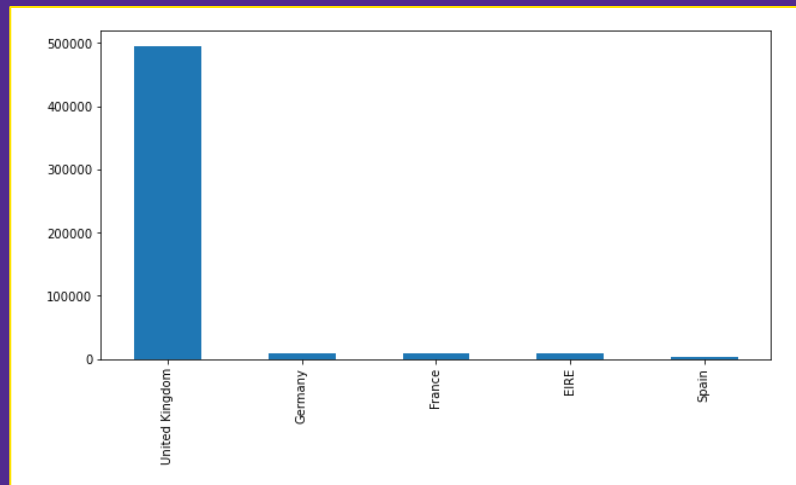
TRANSACTION ANALYSIS

MOST FREQUENT TRANSACTION

1. United Kingdom
2. Germany
3. France
4. EIRE
5. Spain

.....

1. Netherlands





Netherlands



Marketing Strategy

1. Meningkatkan kegiatan marketing di Netherland untuk meningkatkan kegiatan transaksi dari customer dan menarik customer baru bagi perusahaan.
1. Memaintain lini usaha di United Kingdom karena sudah cukup kuat.

THANKS!

Do you have any questions?

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