Analysis Five Forces Porter

1. The threat of substitute product

Wearinasia doesn’t need to worry about substitute product because product that Wearinasia sell is a best product and think about quality rather than low price. Wearinasia should aim the customer is a customer who likes IT so much. Because most of product that wearinasia sell is a IT product. So to make a revenue stream growth faster, Wearinasia should promote the product to a place which a lot of people inside are IT user. But, the big problem of Wearinasia is alot of people in Indonesia is still less familiar with technology. If Wearinasia can make a good and attractive advertisement, Wearinasia can attract many customers to buy the products.

1. The Threat of the entry new competitors

The possibility of new competitors is low because the supplier of drone and wearable in indonesia is still low. To supply the best product, we should import the product from overseas. Wearinasia already sell the best product and famous brand. As example is Razer, a lot of gamer know about Razer. Razer is a famous brand which selling mouse, headset, keyboard, speaker for gaming with super-high quality. Alot of gamer will buy Razer because Razer offer high quality even the price is expensive. They know the principe of economy, Expensive Stuff - Good Quality.

1. The Bargaining Power of Customers

The Price of Stuff that Wearinasia sell is still balance. Its mean some of price is expensive than other shop, some of price is cheaper than other shop. From our analysis, we compare the price of Go Pro 4 Hero Silver Edition from Wearinasia with Bhinneka, and FJB Kaskus. Bhinneka sell Go Pro 4 Hero Silver Edition cheaper than Wearinasia, Some of user who sell their product on FJB Kaskus sell Go Pro 4 Hero Silver Edition more expensive than Wearinasia. It’s mean the price stability of Wearinasia is stable. They observe the market of selling and choose the price middle of them. Wearinasia choose to take customer loyalty to keep buy stuff from Wearinasia. Its good because it will make the revenue stream keep going.

1. The Bargaining Power of Suppliers

Suppliers of Wearinasia product is a supplier who supply a famous and high quality brand. Not Supplier can supply a good and famous brand product. It’s because the brand is come from overseas and it’s difficult to get the product. With the few of supplier, Wearinasia can’t choose the supplier who has cheap price.

1. The Intensity of Competitive Rivalry

Wearinasia has competitor. But Wearinasia won’t be defeated easily because Wearinasia offer a complete product rather than other E-Commerce which sell wearable devices and drone. Some of E-Commerce only sell drone, and some of E-Commerce only sell wearable devices. But Wearinasia sell both of them. Rather than Lazada or Tokopedia, Wearinasia is better because scale of selling are focus to Wearable Devices and Drone. They will respond any report and order faster rather than Lazada or Tokopedia. This Rivalry can be won by Wearinasia if Wearinasia can keep their quality of service and try to increase it. Wearinasia depends on customer quality to keep buy product from Wearinasia.