**CHAPTER 1**

**INTRODUCTION**

**I.1 Background**

Technology developments in contemporary times have a large impact on human needs. Increasingly sophisticated technology today, make a lot of people got easiness in find their needs. Maybe in the old days people still read the newspaper in paper form to get the latest news, but today the news we want to read we were able to search and find via the internet. This simplicity makes people become increasingly easy to access a variety of information of a general nature.

In the 1990s, many people still rely on real shop, real shop mean shop who stand in the side of road, or in a mall. But in this modern era, since the advent of the web site and the number of people who using internet. People began to leave buying from real shop and began to switch to shopping via internet.

Put the product to internet makes people easy to find a product. Today many business that intentionally create a website, blog, or create an account on Facebook and twitter to market their products. Progress is considered very useful to be used as a business marketing strategy.

Everyone knew nowadays people using internet as a media to show their product. With the power of internet, we can make our product known easily. People utilize curiousity from other people who likes to window shopping or shopping via internet. They know with the internet, people will easy find their product and they also can easy to buy the product. Easiness gained from internet because internet doesn’t need a large fund to make a shop. They only need a Internet Quota to access the internet. After that, they just need to broadcasting their product also via internet. The power of broadcasting can be gained from social media. Another reason why people using internet as a business media is the easiness of payment. Buyer and Seller doesn’t need to meet to do a transaction. The buyer just need to transfer amount of money and the Seller will transfer the property immediately. If a buyer don’t believe the seller, both seller and buyer can utilize escrow method payment to make transaction trusted and secure.

With the increasingly of internet user, people start to change their thinking from buying a product in the real world to be buying a product from the internet / online shop. Our Purpose is to tell an E-Commerce called [www.wearinasia.com](http://www.wearinasia.com) as a place to make an online shopping.

**1.2 Writing Objective**

The purpose of this ISAS are writer hope people understand about what is definition of E-Business, writer also will describe the profile [www.wearinasia.com](http://www.wearinasia.com) (history, funding investor, founder profile), method payment of wearinasia.com, key partnership from wearinasia.com (non – competitors and competitors), shopping mechanism, revenue stream, and we will analyze the E-Commerce with SWOT analysis method.

**1.3 Problem Domain**

Accordance with the title of ISAS "Wearable and Drone E-Business, www.wearinasia.com" We will discuss about :

1. Advantages and Disadvantages of selling Drone and Wearable in Indonesia.
2. Revenue Stream of [www.wearinasia.com](http://www.wearinasia.com) .
3. SWOT analysis of [www.wearinasia.com](http://www.wearinasia.com) .

**1.4 Writing Methodology**

The method which used in this ISAS is the method of browsing from internet, read someone review article, and make a survey in problem domain.

**1.5 Writing Framework**

The paper was written by systematic as follows :

**CHAPTER I : INTRODUCTION**

**1.1 Background**

Discusses the history of Business and the reason why E-Business come.

**1.2 Writing Objective**

The purpose of this article is to understand about E-Business, and all information from [www.wearinasia.com](http://www.wearinasia.com) .

**1.3 Problem Domain**

Mention several points about the problem of [www.wearinasia.com](http://www.wearinasia.com) , there are advantages and disadvantages selling drone and wearable in Indonesia, revenue stream of [www.wearinasia.com](http://www.wearinasia.com) , and SWOT analysis of [www.wearinasia.com](http://www.wearinasia.com) .

**1.4 Methodology Writing**

To get data which needed, Author use the method of observing or direct observation techniques, ask people to get the information, ask people opinion in the problem case, and ask the founder of wearinasia. Not only that, Author also browsing for the material and sources from electronic mass media which reaching internasional, that is internet.

**1.5 Writing Framework**

Author Writing Framework consists of four Chapter, the first chapter is introduction which tells the background, writing objective, several problem domain, methodology writing and writing framework of this paper.

**Chapter II Basic of Theory**

In chapter II, Author write several sub chapter. The first sub chapter is to tell about definition of E-Business, The second sub chapter is to tell about profile of wearinasia, so people will understand what is [www.wearinasia.com](http://www.wearinasia.com) . The third sub chapter is to tell about method payment of wearinasia.com . The fourth sub chapter is to tell about key partnership related with wearinasia.com which make wearinasia.com still stand untill now.

**Chapter III Problem Analysis**

Analyzing and solve the problem that contained in problem domain.

**Chapter IV Conclusion and Suggestion**

Conclude and suggest related to this paper.