**Continuing**

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**ISAS (Information Search and Analysis Skill)**

**“WEARINASIA (Wearable, Drone, and IoT E-Business)”**

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**PREFACE**

First of all, The writer would like to say the biggest thanks to Allah SWT for giving us talent and idea, and because of Allah SWT’s grace and mercy we can finish doing this ISAS. Second, our gratitude goes to Dr. Aries Subiantoro ST, M.Sc as director of CCIT Engineering Faculty Universty of Indonesia.

There are so many problems in terms of finishing this report. But with help, guidance, motivation, and encouragement from others as well so the writer can finish this report. Because of that, the writer would like to say thanks to our faculty, Mr. Dudy Fathan Ali who gave us knowledge, skills, guidance and also his signature so we can complete the ISAS. Also our friends who gave us help, motivation, and encouragement to finish this ISAS.

We hope this report can give good information to the readers and influential for IT developments. The writers are obviously imperfect in making ISAS because the perfection just belongs to Allah SWT. we welcomes constructive criticisms and suggestions for our improvement.

Depok, April 2016

` Author

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**CHAPTER I**

**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 onreal 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 shopping via internet.

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 will easy find and buy product via internet. Easiness gained from internet because internet doesn’t need a large fund to make a shop. They only need to access the internet and broadcast their product via internet. Another reason why people using internet as a business media is the easiness of payment. Buyer and seller don’t need to meet to do a transaction. The buyer just need to transfer amount of money and the seller will send the property immediately. Or 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 mind 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 wearinasia.com as a business place of drone, wearable products, and other new technology.

**I.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 of wearinasia.com (history, funding investor, founder profile), the payment method, key partnership (non-competitors and competitors), shopping mechanism, revenue stream, and we will analyze the E-Commerce with SWOT analysis method.

**I.3 Problem Domain**

Accordance with the title of ISAS "wearinasia.com (Wearable, Drone, and IoT E-Business)" We will discuss about strength and weakness of wearinasia.com, opportunity and threat from the competitors, shopping mechanism of wearinasia.com, and revenue stream of wearinasia.com.

**I.4 Writing Methodology**

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

**I.5 Writing Framework**

To know the description of this paper, the we divides it into four chapters. Each chapter in this study are interconnected between chapters with chapter one another by systematic writing 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 wearinasia.com.

**1.3 Problem Domain**

Mention several points about the problem of wearinasia.com, there are advantages and disadvantages selling drone and wearable in Indonesia, revenue stream of wearinasia.com , and SWOT analysis of 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.com. 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 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.com, so people will understand what is 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.

**CHAPTER II**

**BASIC THEORY**

**II.1 Definiton of E-Business**

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**Figure 2.1 E-Business (REF: http://www.techformanceafrica.com/wp-content/uploads/2014/10/images\_banner.png)**

E-Business is using technology to improve your business processes. This includes managing internal processes such as human resources, financial and administration systems, as well as external processes such as sales and marketing, supply of goods and services, and customer relationships. E-Business is the term used to describe the information systems and applications that support and drive business processes, most often using web technologies.

E-Business allows companies to link their internal and external processes more efficiently and effectively, and work more closely with suppliers and partners to better satisfy the needs and expectations of their customers, leading to improvements in overall business performance.

While a website is one of the most common implementations, E-Business is much more than just a web presence. There are a vast array of internet technologies all designed to help businesses work smarter not harder. Think about collaboration tools, mobile and wireless technology, Customer Relationship Management and social media to name a few.[1]

**II.2 Definition of E-Commerce**.

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**Figure 2.2 E- Commerce (REF: http://www.mytotalretail.com/thumb/?src-/wp-content/uploads/sites/14/2015/07/e-commerce\_small-750x340.png&w=750&h=340)**

Electronic commerce, commonly known as E-commerce or eCommerce, is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing,electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail.

**II.3 Profile of wearinasia.com**



**Figure 2.3 wearinasia.com logo (REF:** [**http://www.wearinasia.com/skin/frontend/rwd/default/images/wearinasia-logo.png**](http://www.wearinasia.com/skin/frontend/rwd/default/images/wearinasia-logo.png)**)**

Wearinasia is a Hybrid E-Commerce for wearable, IoT, consumer drone and other technology products. Wearinasia is for fulfill the need of wearable technology user, drone, and Internet of Things (IoT) in Indonesia.Wearinasia bring a game changer products to the Indonesian market with a great value and quality. [3]

Wearinasia.com was released on December 2014. Wearinasia is a start-up based in Tangerang, Indonesia with the vision to bring technology Wearables, Drones, and the Internet of Things (IOT) in order to improve the quality of life of the population of Indonesia and Asia. Start up is led by three entrepreneurs with backgrounds different experience. Andrew Gunawan (Chief Marketing Officer) digital marketer since 2011 in several companies consultants, media, and e-commerce, Albert Sudartanto (Chief Operating Officer), employers merchandise experienced in supply chain management, and James Roberto (Chief Technology Officer), an experienced developer who has been in the world of e-commerce systems and consultants. The things that inspired to found wearinasia is the sophisticated smart watch pebble.[4]

Start from January 2015, Wearinasia has been obtained 1000 registered visitors and 8000 unique visitors every month. Even though only managed a few dozen transaction, Wearinasia still optimist that e-commerce field will get a success in the future.[5]

**II. 4 Theory of SWOT Analysis**

Strength, Weakness, Opportunity, Threat Analysis or also known as SWOT Analysis is a useful technique for understanding your strengths and weaknesses, and for identifying both the opportunities open to you and the threats you face. This technique was made by Albert Humphrey in 1960’s.[7]

**II.5 Theory of Five Forces Porter**

Porter's Five Forces model, named after Michael E. Porter, identifies and analyzes five competitive forces that shape every industry, and helps determine an industry's weaknesses and strengths. Frequently used to identify an industry's structure to determine corporate strategy, Porter's model can be applied to any segment of the economy to search for profitability and attractiveness.[8]

# CHAPTER III

**PROBLEM ANALYSIS**

**III.1 Key Partnership of Wearinasia.com**

Key partnerships are the network of suppliers and partners that make the business model work. Companies forge partnerships to optimize their business models, reduce risk, and/or acquire resources.[6]

The first one is strategic alliances between non-competitors, wearinasia.com has alliances to many partnership non competitor. For the payment, the alliances are Veritrans, Visa, Master Card, Mandiri ClickPay, BCA, CIMB Clicks, e-pay BRI, and Indomaret. For the product suppliers, the alliances are DJI, Yuneec, Xiro, 3DR, Sphero, Air Hogs, Razer, Moleskin, GoPro, Lumio, Cote & Ciel, and Jawbone.

The strategic partnership between competitors of wearinasia.com is bukalapak.com. BukaLapak.com is the one of the biggest e-commerce in Indonesia, so wearinasia.com can learn how to be like bukalapak.com. Wearinasia is also market their products in bukalapak.com.

To send the product, Wearinasia make a cooperative works with JNE to send the product to the customer. In Wearinasia, we can found to package the product via JNE Regular or JNE YES.

**III.2 Payment System of Wearinasia.com**

Wearinasia using ATM transfer money system. It’s mean when buyer want to buy a product,buyer must transfer the money first. After that buyer can confirm payment in the Confirmation Payment Page. Buyer will input Number ID of Order, Receiver Bank, Name Sender(appropriate account bank), and Transfer Date. Wearinasia offer you several way to pay your product. There are :

1. Credit Card Online : Veritrans, VISA, Mastercard,
2. ATM Transfer : Permata / Alto, BCA / Prima, Mandiri / ATM Bersama
3. Mandiri Clickpay
4. Mandiri Bill Payment

**III.3 Shopping Mechanism of Wearinasia,com**

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Open www.wearinasia.com



Choose a product which want to buy



Add the product to the cart



Proceed the product to the checkout

Select the method of delivery package.





Select the method of payment.

Click submit the order to order product.





Transfer money at ATM and Confirm the payment at confirm page



Wait the order. The order will be send.

**.**

**III.4 Revenue Stream**

Wearinasia Revenue Stream got from selling product. They focus to get profit from selling product without depends on investor. Even they only get profit from selling product. The fact is Wearinasia still stand untill today and keep business in wearable devices and drone selling. It proves that without dependes on investor Wearinasia can keep stand and keep make a profit to the founder.

Wearinasia doesn’t have investor from anywhere. The system of capital fund Wearinasia using Bootstrap system. It’s mean Wearinasia got fund from the founder. The Founder will fund financial of Wearinasia. The Founder doesn’t depends on investor that will take a profit in the form of shares. They choose to fund financial of Wearinasia by themselves and make profit to the company.

**III.4 SWOT Analysis**

SWOT analysis is used in this ISAS because SWOT Analysis is simple. With SWOT Analysis will describe about internal and external of the company.

**Table 3.1 SWOT**

|  |  |
| --- | --- |
| **STRENGTHS** | **WEAKNESSES** |
| **Trends:** Wearable, drone, IoT and Technology products are trends now. So many people that like technology looking for those products.  **Various:** Wearinasia sells various products with various brands so the consumers can find any products they want  **News About Technology:** In wearinasia.com web, there is a menu of news about technology, so the visitor also can read the latest news about technology | **Start-Up:** Wearinasia.com is just start-up their business in December 2014.  **Infamous:** wearinasia.com is not famous as the other bigger e-commerce company, so there are a few people that know about wearinasia.com |
| **OPPORTUNITIES** | **THREATS** |
| **The First and Only One:** Wearinasia.com is the only one hybrid e-commerce in Indonesia that sell only wearable, drone, IoT and technology products.  **Cheaper Price:** Wearinasia also sells those products with the cheaper price than the other e-commerce | **Bigger Companies:** There are so many bigger e-commerce companies in Indonesia that sells so many generous products. They also sell wearable, drone, IoT and technology products in there |

**III.5 Five Forces Porter Analysis**

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 are 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.

**CHAPTER IV**

**CONCLUSION AND SUGGESTION**

**IV. 1 Conclusion**

Wearinasia is a E-Commerce that sell Drone and Wearable Devices. Wearinasia’s product is a product that created by famous brand. As Example is Razer Brand. Wearinasia offer you a complete E-Commerce which focus to product related to technology and urban culture. Wearinasia is E-Commerce which design to early adopters (IT Geek) who priority about comfort and assurance in the quality.

Wearinasia offer a complete stuff of Wearable Devices and Drone. The Quality of Product is good because the employee keep watching the prodcut which come is good. In Wearinasia, there are return product feature if a product is defect or broken. Wearinasia offer many way to pay the product, There are Veritrans, VISA, MasterCard, Mandir, BCA, CIMB Clicks, E-Pay BRI, and Indomaret.

**IV.2 Suggestion**

Wearinasia is a good E-Commerce because Wearinasia offer a complete of product from Drone and Wearable Devices. Wearinasia also have a general feature like E-Commerce in general. Buyer can buy a product from wearinasia safely because they have feature to make sure buyer already transfer the money. After buyer transfer the money, buyer should confirmation buyer paid to the confirmation page. Without confirmating, the product status will be pending and the product will not send to the buyer.

When buyer want to buy a product in Wearinasia, buyer must be smart. If buyer trust or buyer is usually buy from wearinasia, buyer can buy a product from Wearinasia. The payment method is secure and safe because buyer should confirm after transfer the money. But buyer must think carefully before checkout the product. Because in Wearinasia, there are no feature to cancel the product sent. The status always pending if buyer didn’t paid the product. Buyer must call the customer service of Wearinasia to make the order cancelled.

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