**Business Case 1 - BukaToko**

1. **Which problem you prioritize the most? And Why? (Choose one and focus on that topic)**

In my opinion as an Anti-Fraud Analyst, I would definitely prioritize the *Cashback Fraud* because it will bring such a great loss to the company if this happens over and over.

1. **Which business components that will be your team to solve the problem? Why?**

* **Operation**: This function will do a field survey to the seller’s physical address/location and check if the seller actually sells the product or not. This action will be done when necessary.
* **R&D**: The Anti-Fraud Team will be in charged to investigate both the seller and customer and analyze if the transaction is genuine or not. The Data Analyst Team and Data Scientist Team will also do analysis and provide models/solution to solve the issue.
* **Marketing**: The Public Relation Team will be in charged to publish the issue and the solutions they have created to the media/public.
* **Finance**: This business function will absolutely be affected due to the company’s loss. Business will not run properly due to low budgeting.

1. **How you define and identify the problem?**

*Cashback Fraud* issues quite often happen in the online marketplaces. This issue is definitely for the companies, however for the sellers and buyers is the opportunity for them to get profit illegally. For buyers, they will be getting cashback from the voucher that is used for the transaction. For sellers, they will be getting good reviews from that particular buyer after the transaction has been completed or the sellers will get some share from the buyers if they have made an agreement whatsoever. There are many ways to identify the issues, including:

* Spot suspicious transactions between the seller and buyer. If there are a lot of recurring transactions between the same buyer and customer (or maybe purchase the same product), Anti-Fraud Team will start investigating the case.
* Check the database for customers who have unusual high credit amount (assuming credits more than IDR 5 Mio)
* Anti-Fraud Team to check the tracking number for each anomaly transaction if it is traceable. Team will be able to communicate to the third party shipping team and provide the tracking numbers to them.

1. **What is your synthesized solution?**

There are two solutions I have come up with:

1. Make the cashback vouchers valid only for authorized sellers.
2. For the past transactions, give sanction to those buyers and/or sellers by suspending their accounts if involved in this fraud case.
3. Reinforce the R&D (Anti-Fraud Team), so this case will least likely to happen.

**Business Case 2 - Illy Café**

1. **What is the real problem this company facing? And how do you identify it?**

In my opinion, the company is facing to find a potential as in an individual/a team to make his coffee shop transformed into a third wave of coffee shop. According to Wikipedia, the third wave of coffee is a movement to consume, enjoy, and appreciate high-quality coffee.

Illy has the love and passion in coffee and definitely would love to shift coffee shop into a premium coffee shop that sells premium coffee. It is also quoted in the article where Illy was devastated for a help as below:

“*Illy’s hope is that someone would come up with an innovation that would solidify the*

*beginnings of the third wave and help reshape the market.*”

1. **Which part of business components need improvement? Why?**

* **Human Resources**: The recruiters will use their best ability to find the right person for this position.
* **Operation**: Quality Assurance Team will check the quality of the product.
* **Product**: The product itself will experience a transformation from regular coffee beans to premium coffee beans.
* **R&D**: This function is to do a deep research on the ongoing project.
* **Finance**: This function is to perform budgeting for the company.

1. **What kind of company transformation that might help the company to strife in the market?**

Transform the company by rebranding the product (in terms of packaging and better quality) and introduce the brand new premium coffee beans. In the meantime, create eye-catching promos (discounts, vouchers, cashbacks and referral programs) that will get existing or even new customers’ attention.

1. **Propose an idea/ideas to create a new product**

New product: Beanzo (The Premium Coffee Beans)

Coffee Shop: Illy Café, the first coffee shop that sells premium coffee beans and fresh brewed premium coffee.

Ideas:

* provide the best quality coffee beans and fresh brewed coffee
* provide premium packaging/bundling for customers
* loyalty program
* fast delivery service
* possibly to do a partnership with other coffee company to make this dream happen

1. **How do you propose the solution?**

Create a proposal/interactive presentation and deliver the presentation to the BOD. Show ideas and creativity through that presentation.