

MYTEAM



Ervino Alifio Ramadhan

Markus Raja Sinabutar

Mulya Fajar Ningsih Alwi

Samuel Pandohan Terampil Gultom

My Services

BY MYTEAM

*We will give you the best service
with good quality results*



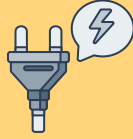
INTRODUCTION

MyServices is a marketplace created specifically for service providers and service users based on mobile web apps. So MyServices is like another general marketplace those are BukaLapak, Lazada, and Shopee but in this case it is selling any services. This business is a modificative business because this business is a modification of several stand-alone service markets out there and we want to combine all of those service markets to be on the same platform to make it easier for service users to find any services through one web application.

OUR SERVICES



MyDevice



MyElectrical



MyShoes



MyCleaner



MyMassagers



MyTailor



MyMechanic



MyBroker



MyNanny



MyDriver



MyChef



MyCart



and more

VISION

Our vision is to reduce the unemployment rate in Indonesia by providing a platform for them to channel their abilities in a way that can easily earn money and also help others to get various kinds of services in an easy way



MISSION

Our missions are:

- *Provides wide employment opportunities for service providers by offering a wide selection of services*
- *Provides a user friendly platform to increase convenience and ease service users*
- *Offers a wide selection of services with a variety of prices to suit all people*

SELF-AWARENESS AND SELF-EFFICACY (SWOT)

Strengths

- Multi Platform
- Various service categories
- Various price
- Easy to access by all generations
- Easy and flexible payment system

Opportunities

- Can be accessed anytime and anywhere
- Service is something that is needed and always be needed



MyServices
BY MYTEAM

Weaknesses

- Human Resources
- Can't predict errors
- Can't control the vendors behaviour
- Lack of experiences in building apps and websites

Threats

- There is a few of competitors
- Lower price, campaigns and massive promos from competitors

BUSINESS DIVISION

LEADER

Markus Raja Sinabutar

TECHNICAL

Ervino Alifio Ramadhan

MARKETING

Samuel Pandohan Terampil Gultom

CUSTOMER SERVICE

Mulya Fajar Ningsih Alwi



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CUSTOMER SEGMENTS

- ✓ Housewife
- ✓ Employee
- ✓ Company
- ✓ Electronic stuff users
- ✓ Old Generation (31-50 years old)
- ✓ Youth Generation (12-30 years old)

Housewife	Youth generation	Company	High
Electronic stuff users	Old generation	Professional technician	Medium
Employee	Users of other services market	People who don't know use web applications	Low
Strong	Average	Weak	

Attractive Markets

Medium-Priority Markets

Unattractive Markets

VALUE PROPOSITIONS

1. Provide services that make customers or users comfortable with professional providers
2. Easy to find the technicians or service providers
3. Professional and reliable technician or service providers
4. Provide convenience and user-friendly platform to order services
5. Giving a best service, good quality results and satisfying for service users

VALUE PROPOSITION

OUR

*Service Provider Apps
and Websites*

HELP(S)

*Service Provider and
User of the Service to
Meet*

WHO

*Need the Best Service
as Needed*

BY

*Provides Convenience
and User Friendly
Platform to Order*

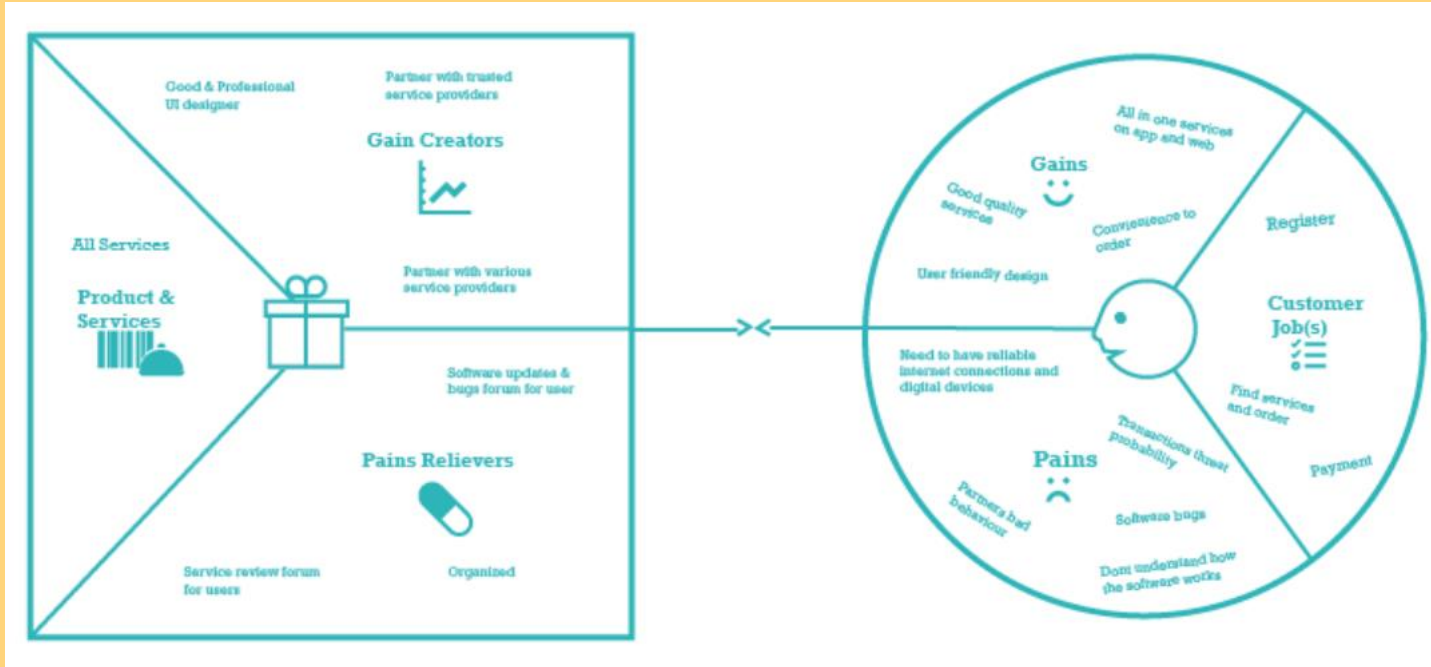
AND

*Giving a Best Service,
Good Quality Results
and Satisfying*

(UNLIKE)

*Typical Services Order
by Phone*

VALUE PROPOSITION CANVAS



CHANNELS

- *Web application sales*, all processes of buying and selling services are carried out through a web application
- *Social media marketing*, we also offer services through social media such as Instagram, WhatsApp business, etc.
- *E-mail marketing*, we also offer services via e-mail by sending any updates related to our service offerings

CUSTOMER RELATIONSHIPS

- ✓ *Customer forum*, we will provide a forum on the website for users to ask, report, and review about MyServices service or web application
- ✓ *Customer service and Tech support*, we also provide customer service and tech support through e-mail, website, and social media to help users solve their problems related to the MyServices web application or service and even their stuff
- ✓ *Discount and promotion*, we will offer discounts and promotions through e-mail and social media in every month
- ✓ *User-friendly web application*, we will also provide a mobile web application to makes user easier to access the MyServices web application through a mobile phone

KEY RESOURCES

- ❖ *Google maps*, to help service providers to find the service users location and even service users can know the service providers location
- ❖ *Web server and domain*, this the main resource for running our server or web application properly, so that all service providers and users can access the MyService web application in online
- ❖ *Devices especially laptop or computer*, these physical resources help us to build, develop, and also maintain our web application properly
- ❖ *Printer*, this printer help us to manage our business documents
- ❖ *Employees*, this is also an important resource because the employee help us to run, develop, and maintain the web application properly and help us to serve the service users
- ❖ *Promoter or advertiser*, this promoter or advertiser also needed, to advertising our web application to gain more service providers and users to use MyServices web application



KEY PARTNERSHIPS

- *Service providers, our partners in service providers such as brokers, mechanic, babysitter/nanny, tailor, digital devices and electrical technician, cleaning service, driver, massagers, etc.*
- *Server infrastructure providers, to help us maintaining and developing the MyServices web application or server*
- *Bank, to help us with the payment system in our web application*

KEY ACTIVITIES

- ✓ *Looking and connecting the service providers and service users, we have to look and also attract the service providers and users to use the MyServices web application*
- ✓ *Looking for investors, we have to look and also attract the investors to invest in our business to help our initial capital for running the business*
- ✓ *Making a database for users data, database is important to save all of the user's data and make us easier to manage it*
- ✓ *Linking the web application to the bank payment system, the bank is important because it helps us with the payment system in our web application*

KEY ACTIVITIES

- ✓ *Managing and protecting users data, it's our obligation to manage and also protect the privacy of our service users including their personal data*
- ✓ *Troubleshooting and serving service users, we also help our service users with the problems they face related to MyServices service or web application and we will also serve them with a good and professional service quality*
- ✓ *Promoting, advertising, design, develop and maintain the web application, promoting and advertising our web application is very important so that we can get customers and service providers, we also design our web application as simple as possible to be a user-friendly web application, and we will also continue to develop and maintain our web application to reduce bugs and other problems that may arise*

TIMELINE

MARCH 2021

Designing the web application



APRIL 2021

Developing the web application



MAY 2021

1. Promoting the web application for pre-launching
2. Looking for service providers and users



JUNE 2021

1. Looking for investors
2. Making a database for users data in the web application



JULY 2021

Linking the web application to the bank payment system



TIMELINE

AUGUST 2021

Launching the web application



OCTOBER 2021

1. Managing and protecting users data
2. Serving service users
3. Connecting service providers and users



DECEMBER 2021

Developing the web application



SEPTEMBER 2021

1. Advertising the web application
2. Looking for service providers and users

NOVEMBER 2021

1. Maintaining the web application
2. Troubleshooting



MARCH

APRIL

10th Week

- Deciding on the Ui/Ux design model includes the concept, theme, color, etc.

11th Week

- Creating login page design
- Creating dashboard page design

12th Week

- If there has any revision for the login page and dashboard page design, we will revise it
- Creating user profile account page design

13th Week

- If there has any revision for the user profile account page design, we will revise it
- Creating order page design

14th Week

- If there has any revision for the order page design, we will revise it
- Creating payment page design

15th Week

- If there has any revision from the whole design page, we will revise it
- Creating social media (Instagram, etc.) and pamphlet for promoting
- Promoting

REVENUE STREAMS

- *Service user orders, we earn money from the user's order and the income will be 20% of each service that ordered with around Rp300.000,00 price*
- *Advertisement, we also earn money from the ads that will appear on MyServices web application and it's just for additions on the first launch and temporarily and the income from ads will be around Rp18.000.000,00 in one year*

Revenue Stream

Income (item)	Qty	Unit	Price	Total
20% of service orders (7 minimum orders (IDR 300,000)/day + 10 order every year)	2555	orders	IDR 60,000.00	IDR 153,300,000.00
Advertisement	12	times	IDR 1,500,000.00	IDR 18,000,000.00
Total Income				IDR 171,300,000.00

COST STRUCTURE

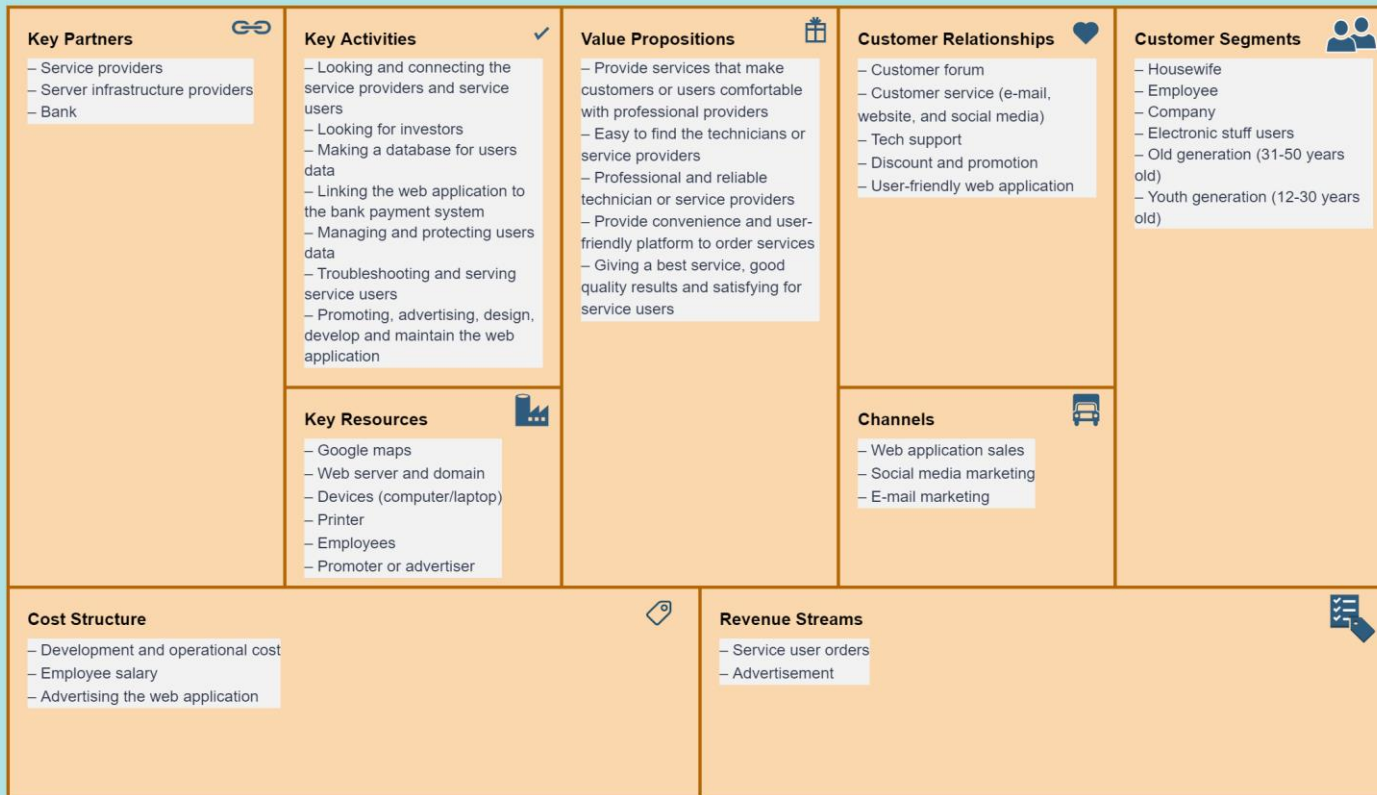
- *Development and operational cost, for the operational cost, we have to pay Google API, hardware and software, internet, employee salary, and also the advertisement for MyServices web application and it will be around Rp155.000.000,00 in one year. For the development cost, we have to pay server, printer, and also software license and it will be around Rp22.000.000,00 in one year*
- *Employee salary, for the employee salary, it will be Rp3.000.000,00 each month for one person and will increase Rp1.000.000,00 every year*
- *Advertising the web application, for the advertising of MyServices web application, we do it through social media especially Instagram and it will be Rp600.000,00 each year and around 1-3 times advertising in a year*

Cost				
Development Cost				
Outcome (item)	Qty	Unit	Price	Total
Server	1	unit	IDR 17,300,000.00	IDR 17,300,000.00
Software License	1	license	IDR 2,817,069.00	IDR 2,817,069.00
Printer	1	unit	IDR 1,020,000.00	IDR 1,020,000.00
Total Development Cost				IDR 21,137,069.00
Operational Cost				
Outcome (item)	Qty	Unit	Price	Total
Hardware	1	unit	IDR 343,200.00	IDR 343,200.00
Software	1	unit	IDR 3,286,188.00	IDR 3,286,188.00
Google API	1	unit	IDR 338,076.00	IDR 338,076.00
Employee Salary (IDR 3,000,000/month and every year + IDR 1,000,000) for 4 employees, recruiting 1 employee starting from 2023	4	people	IDR 36,000,000.00	IDR 144,000,000.00
Internet	12	times	IDR 500,000.00	IDR 6,000,000.00
Advertisement	2	times	IDR 300,000.00	IDR 600,000.00
Total Operational Cost				IDR 154,567,464.00
Total Outcome				IDR 175,704,533.00

	2021	2022	2023	2024	Total
20% of Service Orders (7 minimum orders (IDR 300,000) /day + 10 order every year)	153,300,000	372,300,000	591,300,000	810,300,000	
Ads	18,000,000	18,000,000	18,000,000	18,000,000	
Total Benefits:	171,300,000	390,300,000	609,300,000	828,300,000	1,999,200,000
PV - Benefits	114,200,000	173,466,667	180,533,333	163,614,815	
PV - All of Benefits	114,200,000	287,666,667	468,200,000	631,814,815	1,501,881,481
Server	17,300,000	16,800,000	16,800,000	16,800,000	
Software Licenses	2,817,069	0	0	0	
Printer	1,020,000	300,000	300,000	300,000	
Total Development Cost	21,137,069	17,100,000	17,100,000	17,100,000	72,437,069
Hardware	343,200	343,200	343,200	343,200	
Software	3,286,188	3,286,188	3,286,188	3,286,188	
Google API	338,076	338,076	338,076	338,076	
Operational Labor (IDR 3,000,000/month and every year + IDR 1,000,000) for 4 employees, recruiting 1 employee starting from 2023	144,000,000	192,000,000	300,000,000	432,000,000	
Internet	6,000,000	6,000,000	6,000,000	6,000,000	
Advertisement	600,000	600,000	600,000	600,000	
Total Operational Cost	154,567,464	201,967,464	309,967,464	441,967,464	1,108,469,856
Total Costs	175,704,533	219,067,464	327,067,464	459,067,464	1,180,906,925
PV Cost	117,136,355	97,363,317	96,908,878	90,679,993	
PV - All of Cost	117,136,355	214,499,673	311,408,551	402,088,544	
Total Project Benefit-Costs	-4,404,533	171,232,536	282,232,536	369,232,536	818,293,075
Yearly NPV	-2,936,355	76,103,349	83,624,455	72,934,822	
Cumulative NPV	-2,936,355	73,166,994	156,791,449	229,726,271	
ROI	69.3%				
BEP	2.03 years	0.03858378708			



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THANK YOU!!

Do you have any questions or feedback?

