



# Sebuku

Ingat Buku, Ingat Sebuku



Location-based books information



Cash On Delivery



Buy/sell books online



Effortless books submission

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## **Server Side**

- **Slim Framework 3**
- **MariaDB**
- **Goodreads API**
- **Google Play Services API**
- **Websocket server**
- **Litespeed HTTP Server**
- **Secure SSL**

## **Android Apps**

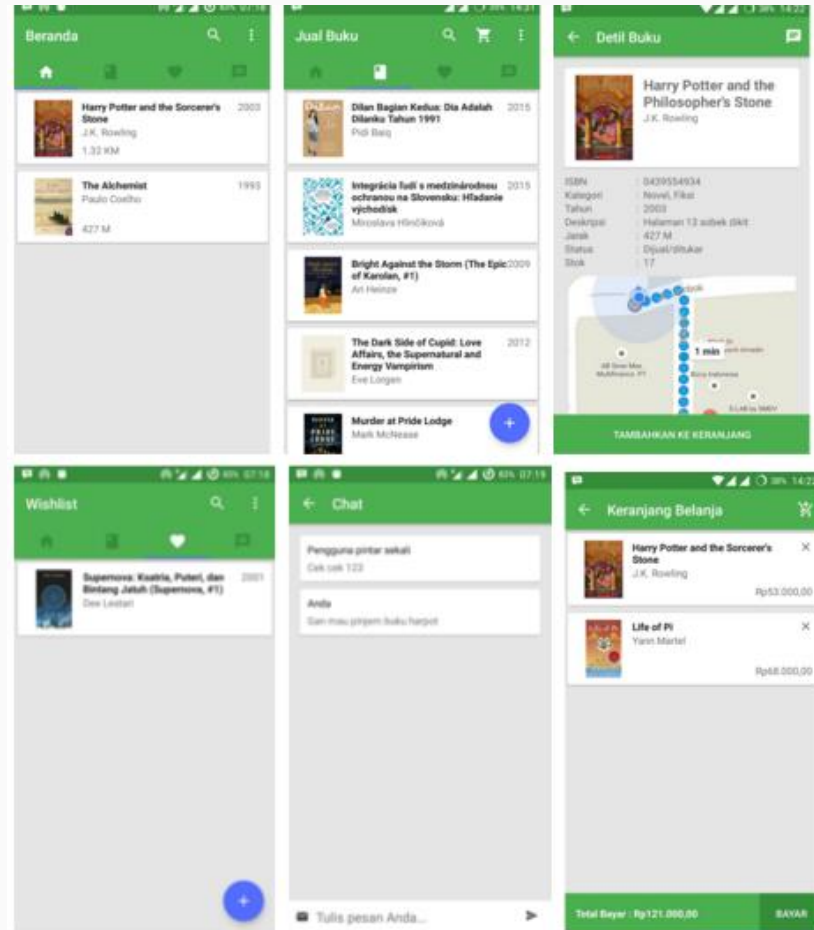
- **Android API**
- **Google Play Services API**
- **HTTP Request**
- **Barcode Scanner Library**

# MVP

To Do: Transaction, Chat, Google Sign in, Secure Payment, Ads, Coupon Promotion.

Doing : Website/Blog

Done : Authentication, Goodreads API, Barcode Scanner, Wishlist, Geolocation Service





# Sebuku

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<b>Key Partners</b> <ul style="list-style-type: none"><li>● Books Lover Community</li><li>● Book Store</li><li>● Social Movement</li><li>● Education Organization</li><li>● Media Partner</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>● Books Community Networks</li><li>● Education Network</li><li>● Maintenance and system development</li><li>● Company Networking</li></ul>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>● Geo Location Service</li><li>● Penjualan Buku (C2C)</li><li>● Sebuku Secure Transaction</li><li>● Trade Book</li><li>● Promotion</li><li>● Content</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>● Customer Service</li><li>● Social Media</li><li>● Promotional Offers</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>● Readers</li><li>● Advertisers and Marketers</li></ul>
	<b>Key Resources</b> <ul style="list-style-type: none"><li>● Community</li><li>● Google API</li><li>● Goodreads API</li></ul>		<b>Channels</b> <ul style="list-style-type: none"><li>● Mobile Apps (Android)</li><li>● Website</li><li>● Google Ads</li></ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"><li>● Research and Development</li><li>● Marketing and Sales</li><li>● General and Administrative</li></ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"><li>● Take a 5% commision on each transaction via Sebuku bank account</li><li>● Ads Revenue</li><li>● Promotional Revenue</li></ul>	



**Mahasiswa**  
4.4 Juta



**Siswa Sekolah**  
58 Juta



**Pecinta buku**



**Komunitas Buku**



**Pembeli Buku secara Umum**



**Penjual Buku**



- **Informasi Buku**
- **Transaksi Aman**
- **Kemudahan Berbelanja**
- **Kebutuhan Komunikasi**

# Strategi Pemasaran

## Digital Marketing

- Website (SEO)
- Advertising
- Social Media
- Google Analytic

## Marketing

- Release
- Grand Launch Promotion
- Competition
- Random Discount

Bulan ke-				
0 (Release)	1	2	3	4
Pengumpulan penjual buku, dan barang jualan	Penerbitan Grand Launch, dan Informasi Competition	Pembagian buku pembahasan soal-soal olimpiade terbitan ITB kepada 30 pembeli terpilih.	Random Diskon	Pembagian
Random Diskon	Discount 100% kepada 100 pembeli online pertama. (Harga maks. Rp 100 ribu)	Random Diskon	Kontes Foto dengan tema tertentu berhadiah voucher discount 100% pembelian buku untuk 3 Pemenang(harga max. 200.000)	Random Diskon
Random Diskon	Discount 50% kepada 50 pemenang campaign online.	Random Diskon	Random Diskon	Random Diskon

## LIFE CYCLE PACKAGE

### Introductory Stage

Pembuatan badan hukum usaha

Promosi dan peningkatan customer

Pencarian partner kerja sama

Recruitment Volunteer

Research and Development

### Growth Stage

Promosi dan peningkatan customer

Masuk ke tahap bisnis B2C

Recruitment staff

Akuisisi pasar

Research and Development

### Maturity Stage

Promosi dan peningkatan customer

Research and Development

Pengembangan business model  
selanjutnya

## Teknologi

- **Domain & Hosting 1 thn** : Rp 2.500.000,-
- **Google Apps (3 user)** : Rp 1.800.000,-
- **Google Play** : Rp 250.000,-

Total Teknologi: 4550000

## Marketing

- **Facebook Ads** : Rp 1.200.000,-
- **Google Ads (5 minggu)** : Rp 4.000.000,-
- **Detik Ads** : Rp 1.000.000,-
- **Promotion** : Rp 10 Juta sd Rp 50 Juta
- **Content** : Rp 5.000.000,-

## Lain-lain

- **Lab 24/7**