# **ANALISIS DATASET LENGKAP & FINAL DASHBOARD DESIGN**

7 Sheets: Sales, Purchases, Stock, Customers, Products, Channels, Promos



### 📊 ANALISIS KOMPREHENSIF DATASET

# A. Struktur Data Lengkap (7 Sheets)

### 1. SALES Sheet

Fields: sales\_id, date, customer\_id, customer\_name, product\_id, product\_name, qty, unit\_price, discount, total, channel\_id, channel\_name, payment\_method, promo\_id, promo\_name, note

### Sample Insights:

- Revenue tracking per product/customer/channel
- Promo effectiveness analysis
- Payment method preferences
- Customer behavior patterns

#### 2. PURCHASES Sheet

Fields: purchase\_id, date, category, item\_id, item\_name, qty, unit, unit price, discount, total, payment method, paid to, note

### Capabilities:

- Cost tracking & supplier analysis
- Price trend monitoring
- Category spending breakdown

### 3. STOCK Sheet

Fields: item\_id, item\_name, unit, in, out, balance, note

### Real-time Capabilities:

- Current inventory levels
- Usage patterns analysis
- Reorder point calculations
- Waste/shortage alerts

#### 4. CUSTOMERS Sheet

Fields: customer\_id, customer\_name, gender, email, no\_phone, address, note

Customer Intelligence:

- Demographics analysis
- Location-based insights
- Loyalty tracking
- Communication preferences

### 5. PRODUCTS Sheet

Fields: product\_id, product\_name, category, selling\_price, unit, hpp

Profitability Analysis:

- Margin calculation per product
- Category performance
- Pricing optimization
- Menu engineering matrix

### 6. CHANNELS Sheet

Fields: channel\_id, channel\_name, type

Multi-channel Analysis:

- Online vs Offline performance
- Channel profitability
- Customer preference by channel

# 7. PROMOS Sheet

Fields: promo\_id, promo\_name, date, promo\_type, discount\_percent, promo\_details, note

Campaign Intelligence:

- Promo ROI calculation
- Customer response rates
- Optimal discount levels

# (Berdasarkan Dataset Lengkap + User Needs Analysis)

### **HALAMAN 1: Kondisi Bisnis Hari Ini**

Pertanyaan: "Gimana kondisi bisnis gue hari ini? Untung berapa? Ada masalah apa?"

# **Section A: Performance Snapshot**



**TINGKASAN HARI INI (Real-time):** 

UANG MASUK: Rp 850,000

• 28 transaksi (rata-rata: Rp 30,357/transaksi)

• Kemarin: Rp 900,000 (-5.6%) 🔔

UANG KELUAR: Rp 280,000

• Bahan baku: Rp 200,000 (71.4%)

• Operasional: Rp 80,000 (28.6%)

UNTUNG KOTOR: Rp 570,000

• Margin: 67.1% (Target: >60%)

• Kemarin: Rp 620,000 (-8.1%)

### **CUSTOMER HARI INI:**

• New customers: 5 orang

• Returning customers: 23 orang

• Top customer: Budi Santoso (3x order, Rp 90,000)

Data Sources: Sales + Purchases + Customers Looker Studio Charts: Scorecards, Gauge charts, Comparison tables

### **Section B: Real-time Alerts**

### 📕 PERLU PERHATIAN SEGERA:

- Susu Full Cream: Tinggal 25 liter (cukup 2 hari) → Beli besok
- Penjualan turun 5.6% dari kemarin → Cek ada masalah apa
- Promo "Beli 2 Gratis 1 Donat" belum ada yang pakai hari ini

### KONDISI BAIK:

- Biji Kopi stok aman (65 kg untuk 8 hari)
- Margin masih di atas target (67.1% vs 60%)
- GoFood orders normal (15 dari 28 transaksi)

#### **PREKOMENDASI HARI INI:**

- Push promo donat via story IG/WhatsApp Status
- Siapkan 30 cup Kopi Susu untuk jam 14:00-16:00 (peak time)
- Contact Supplier Susu Sehat untuk order besok

**Data Sources**: Stock + Sales + Promos **Looker Studio Features**: Conditional formatting, Alert icons, Traffic lights

# **HALAMAN 2: Penjualan & Menu Performance**

Pertanyaan: "Menu mana yang laris? Jam berapa ramai? Channel mana yang efektif?"

Section A: Menu Ranking & Profitability

# RANKING MENU (Hari Ini): 1. **MASI** AYAM GEPREK • Terjual: 8 porsi (28.6% dari total transaksi) • Revenue: Rp 240,000 (28.2% dari total) • Untung per porsi: Rp 18,000 (Margin: 60%) • Channel: 5 GoFood + 3 Dine In 2. To KOPI SUSU GULA AREN • Terjual: 12 cup (42.9% dari total) • Revenue: Rp 240,000 (28.2% dari total) • Untung per cup: Rp 12,000 (Margin: 60%) • Peak: 14:00-16:00 (7 cup) 3. **TOURS AND COKELAT** • Terjual: 6 pcs (21.4% dari total) • Revenue: Rp 150,000 (17.6% dari total) • Untung per pcs: Rp 15,000 (Margin: 60%) • Mostly: Dine In customers MENU ENGINEERING MATRIX: HIGH PROFIT + HIGH VOLUME: Nasi Geprek → STAR 🚖

Data Sources: Sales + Products (HPP analysis) Looker Studio Charts: Treemap, Scatter plot, Heat map

# **Section B: Channel & Time Analysis**

HIGH PROFIT + LOW VOLUME: Croissant → PUZZLE \*\*
LOW PROFIT + HIGH VOLUME: (none) → WORKHORSE \*\*

LOW PROFIT + LOW VOLUME: (identify) → DOG 🐪

### **EXECUTION** CHANNEL PERFORMANCE:

▲ GoFood: 15 orders (53.6%)

• Revenue: Rp 480,000 (56.5%)

• Avg order: Rp 32,000

• Commission: -Rp 96,000 (20%)

• Net: Rp 384,000

A Dine In: 13 orders (46.4%)

• Revenue: Rp 370,000 (43.5%)

• Avg order: Rp 28,462

• No commission

• Net: Rp 370,000

NSIGHT: GoFood higher AOV tapi potong komisi 20%

### **TAM RAMAI PATTERN:**

07:00-09:00: 4 orders (Coffee time)

12:00-14:00: 12 orders (Lunch rush) 🍐

15:00-17:00: 8 orders (Afternoon coffee)

19:00-21:00: 4 orders (Dinner)

#### **WEEKLY PATTERN:**

Senin-Jumat: Rata-rata 35 orders/hari Weekend: Rata-rata 50 orders/hari

Data Sources: Sales + Channels

Looker Studio Charts: Channel comparison, Time series, Heatmap

# **HALAMAN 3: Untung Rugi & Keuangan**

**Pertanyaan**: "Berapa untung saya? Biaya mana yang boros? Cash flow gimana?"

**Section A: Profit & Loss Sederhana** 

**LAPORAN UNTUNG RUGI (Format UMKM):** 

### **UANG MASUK (PENJUALAN):**

• Dine In: Rp 370,000 (43.5%)

GoFood: Rp 480,000 (56.5%)
 TOTAL MASUK: Rp 850,000

#### **WANG KELUAR:**

**BI**AYA BAHAN (HPP): Rp 280,000 (32.9%)

• Kopi: Rp 96,000 (untuk 12 cup)

• Ayam: Rp 96,000 (untuk 8 porsi)

• Croissant: Rp 60,000 (untuk 6 pcs)

• Lainnya: Rp 28,000

### **BIAYA OPERASIONAL:** Rp 80,000 (9.4%)

• Listrik: Rp 8,333 (harian dari Rp 250k/bulan)

• Gas: Rp 5,000

• Lainnya: Rp 66,667

▲ BIAYA CHANNEL: Rp 96,000 (11.3%)

• Komisi GoFood: Rp 96,000 (20% dari Rp 480k)

TOTAL KELUAR: Rp 456,000

**INTUNG BERSIH:** Rp 394,000 (46.4% margin)

### **III** BREAKDOWN MARGIN:

• Gross Profit Margin: 67.1% (setelah HPP)

• Net Profit Margin: 46.4% (setelah semua biaya)

• Target Margin: >40% 🔽 TERCAPAI

**Data Sources**: Sales + Products (HPP) + Purchases **Looker Studio Charts**: Waterfall chart, Margin analysis, Pie chart

**Section B: Cost Control & Efficiency** 

### \* ANALISIS BIAYA:

### **III** COST BREAKDOWN:

- 1. Bahan Baku: 32.9% (Normal untuk F&B)
- 2. Channel Commission: 11.3% (Perlu optimasi)
- 3. Operasional: 9.4% (Efisien)

#### COST PER TRANSACTION:

- Rata-rata HPP per order: Rp 10,000
- Rata-rata total cost per order: Rp 16,286
- Rata-rata profit per order: Rp 14,071

### **EFFICIENCY METRICS:**

- Food Cost %: 32.9% (Target: <35%)
- Labor Cost %: 0% (Owner-operated)
- Overhead %: 9.4% ✓ (Target: <15%)

### **& CASH FLOW PROJECTION:**

Hari ini: +Rp 394,000

Minggu ini: +Rp 2,758,000 (estimate) Bulan ini: +Rp 11,820,000 (estimate)

Data Sources: All sheets combined Looker Studio Features: KPI scorecards, Trend analysis,

Benchmarking

# **HALAMAN 4: Customers & Loyalty**

Pertanyaan: "Siapa customer setia? Pola belanja mereka gimana? Gimana caranya dapet customer baru?"

# **Section A: Customer Intelligence**

### **CUSTOMER OVERVIEW:**

TOTAL CUSTOMERS: 127 (lifetime)
ACTIVE CUSTOMERS: 67 (last 30 days)
NEW CUSTOMERS: 15 (this month)

### **TOP CUSTOMERS (This Month):**

### 1. **W** BUDI SANTOSO (VIP)

- 18 visits × Rp 32,000 avg = Rp 576,000
- Favorite: Kopi Susu + Croissant Cokelat
- Preferred: Dine In (morning 08:00-10:00)
- Loyalty: 6 bulan, never used promo

### 2. TITI RAHAYU (LOYAL)

- 12 visits × Rp 28,000 avg = Rp 336,000
- Favorite: Croissant Cokelat (always pagi)
- Preferred: Dine In
- Pattern: Senin, Rabu, Jumat (consistent)

### 3. Tale AHMAD WIJAYA (FREQUENT)

- 15 visits × Rp 22,000 avg = Rp 330,000
- Favorite: Nasi Ayam Geprek
- Preferred: GoFood (lunch time)
- Promo lover: Always use available promos

### **III** CUSTOMER SEGMENTATION:

- VIP (>15 visits): 8 customers (12%) → Rp 3,200,000 (38%)
- Loyal (5-14 visits): 23 customers (34%) → Rp 3,680,000 (44%)
- Regular (2-4 visits): 26 customers (39%) → Rp 1,120,000 (13%)
- New (1 visit): 10 customers (15%) → Rp 420,000 (5%)

**Data Sources**: Sales + Customers + Products **Looker Studio Charts**: Customer pyramid, RFM analysis, Geographic map

### **Section B: Customer Behavior & Retention**

### **© CUSTOMER BEHAVIOR INSIGHTS:**

### **B** DEMOGRAPHICS:

- Gender: 60% Pria, 40% Wanita
- Age Range: 25-45 tahun (based on order patterns)
- Location: 70% Jakarta Selatan, 30% Tangerang

#### **EXECUTE:** CHANNEL PREFERENCE:

- VIP Customers: 80% Dine In (relationship building)
- Regular Customers: 60% GoFood (convenience)
- New Customers: 70% GoFood (discovery)

### **VISIT PATTERNS:**

Morning (07-11): 40% customers → Coffee focused

Lunch (11-15): 80% customers → Full meal

Afternoon (15-19): 30% customers → Coffee + snack

### RETENTION ANALYSIS:

- Month 1 retention: 75% (good!)
- Month 3 retention: 45% (industry avg: 40%)
- Customer lifetime: 8.5 months avg
- Repeat purchase rate: 68%

#### ACTIONABLE INSIGHTS:

- VIP customers prefer consistency → Don't change their favorites
- New customers discover via GoFood → Optimize listing
- Loyalty program needed for Regular segment
- Morning coffee customers different from lunch crowd

**Data Sources**: Sales + Customers + Channels **Looker Studio Features**: Cohort analysis, Retention curves, Behavioral segmentation

# **HALAMAN 5: Promo & Campaign Analytics**

**Pertanyaan**: "Promo mana yang efektif? ROI campaign gimana? Strategi promo selanjutnya apa?"

### **Section A: Promo Performance**

### **©** CAMPAIGN EFFECTIVENESS:

### **ACTIVE PROMOS:**

- 1. "Beli 2 Gratis 1 Donat"
  - Period: 15-30 Aug 2025
  - Usage: 23 times (15 hari)
  - Revenue impact: +Rp 580,000
  - Cost: -Rp 115,000 (gratis donat)
  - ROI: 404% 🔽
  - Conversion: 12% (23 dari 190 eligible transactions)
- 2. "Promo Merdeka" (15% off min Rp 100k)
  - Period: 17 Aug 2025 (1 hari)
  - Usage: 8 times
  - Revenue: Rp 720,000 (before discount)
  - Discount given: -Rp 108,000
  - Net revenue: Rp 612,000
  - AOV increase: +45% vs non-promo

### **PROMO HALL OF FAME:**

Best ROI: "Beli 2 Gratis 1" (404%)

Highest Volume: "Promo Merdeka" (8 uses/day)

Customer Favorite: "Beli 2 Gratis 1" (12% conversion)

#### PROMO IMPACT ON BUSINESS:

- Total promo users: 31 customers (46% of active customers)
- Revenue from promo users: Rp 1,332,000 (45% of total)
- Average order with promo: Rp 43,000
- Average order without promo: Rp 27,000

**Data Sources**: Sales + Promos **Looker Studio Charts**: Funnel analysis, ROI comparison, Time series impact

# Section B: Campaign Strategy & Optimization

### **PROMO STRATEGY INSIGHTS:**

### **IDISCOUNT SENSITIVITY:**

- 10-15% discount: High conversion, good ROI
- >20% discount: Very high conversion, low ROI
- Buy X Get Y: Moderate conversion, excellent ROI

#### **CUSTOMER RESPONSE BY SEGMENT:**

- VIP customers: Rarely use promos (price insensitive)
- Loyal customers: Selective promo usage (value seekers)
- Regular customers: High promo adoption (price sensitive)
- New customers: 80% attracted by promos

### **OPTIMAL TIMING:**

- Weekday lunch: 15% discount works best
- Weekend: Buy 2 Get 1 performs well
- Month-end: Higher discount tolerance
- Holiday: Special themed promos (Merdeka, etc.)

### **©** RECOMMENDED CAMPAIGNS:

### IMMEDIATE (Next Week):

- "Kopi Susu + Croissant Combo" Rp 40k (vs Rp 45k)
  Target: VIP customers, Expected ROI: 250%
- "New Customer 20% Off" (GoFood only)
   Target: Acquisition, Expected conversion: 25%

### MONTHLY (September):

- "Loyalty Card" Buy 10 get 1 free
   Target: Regular → Loyal conversion
- "Rabu Geprek" Nasi Geprek Rp 25k (vs Rp 30k)
   Target: Mid-week sales boost

### OPTIMIZATION OPPORTUNITIES:

- A/B test: 15% vs Buy 2 Get 1 for same customer segment
- Geo-targeting: Jakarta vs Tangerang response rates
- Time-based: Morning coffee vs lunch meal promos
- Channel-specific: Different promos for Dine In vs GoFood

**Data Sources**: Sales + Promos + Customers + Channels **Looker Studio Features**: Campaign comparison, A/B testing results, Predictive analysis

### **HALAMAN 6: Inventory & Operations**

**Pertanyaan**: "Stok masih aman? Kapan harus restock? Supplier mana yang terbaik? Operasional efisien?"

### **Section A: Real-time Inventory Management**

- STATUS INVENTORY (Real-time):
- CRITICAL (Restock Today!):
- Susu Full Cream: 25 liter

Usage: 12 liter/hari → Habis dalam 2 hari Reorder: 50 liter from Supplier Susu Sehat

Cost: Rp 1,250,000

- LOW STOCK (Restock This Week):
  - Tepung Kentang: 3 kg

Usage: 1.5 kg/hari → Habis dalam 2 hari Reorder: 10 kg from Toko Bahan Roti

- SAFE STOCK:
  - Biji Kopi Arabica: 65 kg (22 hari supply)
  - Adonan Croissant: 4 kg (8 hari supply)
  - Caramel Syrup: 4.5 botol (18 hari supply)
- INVENTORY TURNOVER:
- Susu: 2.0x per week (Fast moving)
- Kopi: 1.2x per week (Steady)
- Croissant: 0.8x per week (Slow moving)
- **INVENTORY VALUE:**

Current stock value: Rp 2,850,000
Daily consumption: Rp 180,000

• Days of inventory: 15.8 hari

• Target: 10-20 hari 🔽

**Data Sources**: Stock + Purchases + Products **Looker Studio Charts**: Inventory levels gauge, Turnover analysis, Reorder alerts

### **Section B: Supplier Performance & Cost Optimization**

### **SUPPLIER SCORECARD:**

### **SUPPLIER KOPI JAYA (Grade: A):**

- Reliability: 100% on-time delivery
- Quality: No complaints
- Price: Rp 125,000/kg (naik 4.2% from Rp 120k)
- Payment: Transfer preferred
- Volume: Rp 1,225,000 (31% of purchases)

### **SUPPLIER SUSU SEHAT (Grade: A-):**

- Reliability: 95% on-time
- Quality: Excellent
- Price: Rp 25,000/liter (stable)
- Payment: Transfer
- Volume: Rp 1,250,000 (32% of purchases)

### TOKO ROTI ENAK (Grade: B+):

- Reliability: 90% on-time
- Quality: Good
- Price: Rp 150,000/kg (premium pricing)
- Payment: Cash preferred
- Volume: Rp 750,000 (19% of purchases)

#### SUPPLIER OPTIMIZATION:

- Negotiate bulk discount with Supplier Kopi (volume > 50kg)
- Find backup supplier for Susu (risk mitigation)
- Compare Croissant suppliers (current premium pricing)

### OPERATIONAL EFFICIENCY:

### PURCHASE FREQUENCY:

- Optimal: Every 3-4 hari untuk bahan segar
- Current: Every 2-3 hari Efficient

### PAYMENT OPTIMIZATION:

- 63% Transfer (better record keeping)
- 37% Cash (supplier preference)
- Cash flow impact: Well managed

### COST CONTROL METRICS:

- Purchase price variance: +4.2% (coffee inflation)
- Supplier concentration: 63% top 2 suppliers (manageable risk)
- Payment term compliance: 100%

- Stock-out incidents: 0 (last 30 days)
- **© OPERATIONAL IMPROVEMENTS:**
- 1. Implement ABC analysis for inventory prioritization
- 2. Setup automatic reorder alerts at 3-day supply
- 3. Negotiate 30-day payment terms with top suppliers
- 4. Diversify coffee supplier for price negotiation power

**Data Sources**: All sheets integrated **Looker Studio Features**: Supplier scorecards, Cost analysis, Operational KPIs

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### LOOKER STUDIO TECHNICAL IMPLEMENTATION

# A. Data Modeling & Relationships

sql

-- Primary relationships

Sales ← customer\_id → Customers

Sales ← product\_id → Products

Sales ← channel\_id → Channels

Sales ← promo\_id → Promos

Stock ← item\_id → (derived from Products/Purchases)

Purchases → paid\_to (Suppliers - derived field)

# **B. Key Calculated Fields**

		`
sql		

```
-- Profit Calculation
CASE
 WHEN Products.hpp IS NOT NULL
THEN (Sales.unit_price - Products.hpp) * Sales.qty
 ELSE NULL
END AS profit_per_item
-- Customer Segmentation (RFM)
CASE
WHEN COUNT(Sales.sales_id) >= 15 THEN 'VIP'
WHEN COUNT(Sales.sales_id) >= 5 THEN 'Loyal'
WHEN COUNT(Sales.sales_id) >= 2 THEN 'Regular'
 ELSE 'New'
END AS customer_segment
-- Inventory Days Remaining
Stock.balance / AVG(Daily_Usage) AS days_remaining
-- Promo ROI
((Revenue_with_promo - Discount_given) - Cost_of_goods) / Cost_of_goods * 100 AS promo_roi
-- Channel Profitability
CASE
 WHEN channel name = 'GoFood' THEN total * 0.8 -- After 20% commission
 ELSE total
END AS net revenue
-- Stock Alert Status
CASE
WHEN days_remaining <= 2 THEN 'Critical'
WHEN days_remaining <= 7 THEN 'Low'
 ELSE 'Safe'
END AS stock_status
```

# C. Mobile-First Dashboard Design

### **Navigation Structure:**

- 1. **Sticky Header**: Date filter + Key metrics
- 2. **Tab Navigation**: 6 halaman dengan icons
- 3. **Collapsible Sections**: Tap to expand details
- 4. **Swipe Gestures**: Horizontal navigation antar halaman

### **Chart Optimization:**

- Scorecards: Large numbers, clear labels
- Bar Charts: Horizontal orientation (mobile friendly)
- Line Charts: Max 3 series, bold lines
- Tables: Max 5 columns, sortable headers
- Maps: Simplified markers, cluster points

### **Responsive Breakpoints:**

- Mobile (<768px): Single column, stacked charts</li>
- Tablet (768-1024px): Two column grid
- Desktop (>1024px): Multi-column complex layouts

# **D. Real-time Updates & Alerts**

### **Data Refresh Schedule:**

- Sales data: Every 15 minutes (WhatsApp bot input)
- **Stock data**: Real-time (auto-calculated from sales/purchases)
- **KPI calculations**: Every 30 minutes
- Historical analysis: Daily refresh

### **Alert Configuration:**

### Stock Alerts:

- Critical: <2 days supply → Red notification
- Low: <7 days supply → Yellow warning

#### Performance Alerts:

- Revenue drop > 10% vs yesterday → Investigation needed
- Margin drop <40% → Cost review required
- New customer rate <20% → Marketing boost needed

### **Operational Alerts:**

- Supplier price increase >5% → Renegotiation flag
- Customer complaint → Quality check required



# **Daily Workflow Integration:**

# 06:00 - Morning Briefing

- Open "Kondisi Bisnis Hari Ini"
- Check overnight alerts & stock status
- Review yesterday's performance summary
- Plan today's purchases & preparation

# 10:00 - Pre-Rush Analysis 📊

- Check "Penjualan & Menu" for today's focus
- Verify stock levels for popular items
- Adjust pricing if needed (competitor check)

### 14:00 - Mid-day Review 🔄

- Monitor real-time performance vs target
- Check customer feedback & promo usage
- Adjust afternoon strategy if needed

# 20:00 - Daily Wrap-up 📈

- Review "Untung Rugi" final numbers
- Plan tomorrow's inventory needs
- Check "Customers & Loyalty" for insights

# Sunday - Weekly Planning 📰

- Full dashboard review across all 6 pages
- Plan next week's promotions & inventory
- Analyze trends & set improvement targets

# **SUCCESS METRICS & VALIDATION**

# **User Engagement KPIs:**

- Daily dashboard opens: Target >80% of active days
- Session duration: Target >5 minutes (engaged analysis)
- Feature usage: All 6 pages accessed weekly

Action completion: Alerts addressed within 24 hours

### **Business Impact KPIs:**

• Cost Control: 5-10% reduction in food waste

Revenue Growth: 15-20% increase in targeted promotions

• **Customer Retention**: +10% monthly retention rate

Operational Efficiency: 30% faster decision making

### **Product-Market Fit Indicators:**

• **Net Promoter Score**: >70 (strong recommendation)

Feature Request Rate: <10% (comprehensive coverage)</li>

Support Ticket Volume: <5% of users (intuitive design)</li>

• Retention Rate: >90% after 3 months



### IMPLEMENTATION ROADMAP

### **Phase 1: Core Dashboard (Week 1-2)**

- Halaman 1-3: Essential business metrics
- Basic alerts & notifications
- Mobile-responsive design
- Beta testing dengan 5 early users

# Phase 2: Advanced Analytics (Week 3-4)

- Halaman 4-6: Customer & operational insights
- Predictive analytics & recommendations
- Advanced filtering & customization
- Integration testing & performance optimization

# Phase 3: Intelligence Layer (Week 5-6)

- Al-powered recommendations
- Automated insights generation
- Benchmark comparisons
- Community features & best practices sharing

**KESIMPULAN**: Dengan dataset lengkap ini, dashboard Anda bisa memberikan **complete business intelligence** yang setara dengan enterprise solutions, tapi dengan **simplicity** dan **affordability** yang cocok untuk UMKM. Kombinasi WhatsApp input + Google Sheets storage + Looker Studio visualization akan menciptakan **competitive advantage** yang sulit ditiru kompetitor.