

Soft Skill Assignment 3

Critical Thinking

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Class : ML-48

5 Why Analysis Method, to find problem statement

Hypotetical Problem : How can PT Hero Supermarket survive as a business while still being relevant to market demand in Indonesia?

1. Why does Hero Group decided to close all of its Giant supermarket outlet?
 - Because their revenue dropped 34 percent year-on-year, to Rp. 1.7 trillion.
2. Why does Hero Group's revenue drops?
 - Because of the current pandemic problem.
3. Why does the current pandemic affects the revenue of Hero Group?
 - Because it's outlet service needed people to come into the store, to buy and, Lindvall said that supermarkets were declining popularity worldwide.
4. Why does the supermarket popularity declined?
 - Because the country began implementing a large-scale social restriction (PSBB).
5. Why does the country implements PSBB
 - Because that country is attacked by Covid-19.

The Root Cause :

- Many customer decided to not go to the supermarket, and decided to buy from home to not get Covid-19
- Governor restriction causes people to cannot go outside
- Giant supermarket doesn't have an online store

The hypotetical problem / how PT Hero Supermarket can still be relevant, is to digitilize its market, by having an online store.