

RINGKASAN EKSEKUTIF

EVENE merupakan *multi-sided platform website* yang menghubungkan penyedia jasa *private event* dengan *customer* yang membutuhkan jasa mereka. Melihat peluang pada pasar sasaran dengan jumlah populasi 4.613.310, tim peneliti merancang sebuah bisnis berupa *website marketplace* yang dapat diakses secara umum melalui www.eveneofficial.com. *Value proposition* yang ditawarkan EVENE yaitu memberikan kesempatan kepada setiap pengguna untuk merealisasikan keinginannya dengan harga dan kualitas yang sesuai dengan kebutuhan, serta memberikan edukasi dan hiburan bagi pengguna EVENE melalui acara *online* maupun *offline*. Target konsumen EVENE adalah wanita yang ingin merayakan acara terutama acara seperti *sweet seventeen, prom night, baby shower, anniversary* yang tinggal atau berdomisili di daerah Jakarta dan Tangerang. Penyedia jasa atau vendor merupakan *key partners* dari EVENE yang akan memberikan layanan jasa pada *potential customer* EVENE.

Di tahun pertama, EVENE bertujuan menjadi perusahaan di bidang *private event* yang dikenal luas dan terpercaya di Jakarta dan Tangerang. Dengan fokus mengakuisisi *partner*, meningkatkan jumlah pengguna *website*, menyediakan tenaga kerja kualitas terbaik, keuangan yang sehat, dan konsumen yang puas dengan jasa yang diberikan. EVENE mencapai *payback period* dalam kurun waktu 1 tahun 4 bulan dengan *break even point* 3 kali *booking event organizer*, 38 kali *booking make up artist* dan *photographer*, 27 kali *booking table decoration*, serta 4 kali *online event* dan 1 kali *offline event* serta 10 kali pemasangan *featured vendors*. EVENE akan mencapai *net profit margin* positif senilai 36% pada bulan April 2021, dengan *return on assets* sebesar 7,43%.

Kata Kunci	:	<i>Website, Platform Marketplace, Private Event, Penyedia Jasa, Sweet Seventeen</i>
Industri	:	<i>Service</i>

EXECUTIVE SUMMARY

EVENE is a multi-sided platform website that connects private event vendors, especially startups with customers who need their services. Seeing opportunities in the target market with a population of 4.613.310, made EVENE's team design a marketplace website business that can be accessed publicly through www.eveneofficial.com. The value proposition offered by EVENE is to provide an opportunity for each user to realize their desires measured with price, quality that suits their needs, and provide education and entertainment for EVENE users. EVENE also creates both offline and online events. EVENE's target consumers are women who want to celebrate events, especially events such as sweet seventeen, prom night, baby shower, anniversary who live in Jakarta and Tangerang. Vendors are key partners of EVENE who will provide services to potential customers of EVENE.

In its first year, EVENE has a goal of being a company in the field of private events that is widely known and trusted in Jakarta and South Tangerang. With a focus on partner acquisition, increasing the number of website users, being able to provide a very good quality workforce, having healthy finances and making consumers feel satisfied with the services provided. EVENE will reach payback period in its third year with break-even point 68 bookings succeeded, 4 online events, 1 offline events, and 10 featured vendors. EVENE will got 36% net profit margin in April 2021 and return on assets within 7.43% on April 2021.

Keyword	:	Website, Platform Marketplace, Private Event, Service Providers, Sweet Seventeen
Industry	:	Service