

EXECUTIVE SUMMARY

EUSTACHIUS YERDIAS D, HANINDITO RAHMANDA, KEMAL MAULANA UTAMA P, SAPTO AJI PAMUNGKAS, SATRYO PRABOWO. Solution for Original Home Appliance Electronics Return/Defect Product Sales Service in Jakarta (RE.ID)

Keyword: Innovation, Home Appliance Electronic, Return, Sustainable

The growth of business development in Indonesia has resulted in tightening of business competition, especially in marketing area. Furthermore, innovations and new inventions are becoming the main essential points to attract customers and capture the market. Nowadays, it is difficult to penetrate and compete in a common type of industry. Newcomers have to offer innovations if they want to win the battle. To be profitable is a must. However, high quality of service to customers needs to be provided aligned with it. Customers are one the most important part of the business, hence their satisfactions are very important. Satisfied customers can generate to positive impact to business. Satisfied customers will return and buy the products and services, therefore sales will increase and business will capture bigger market. Apart from that, internal and external business' performance also have impact to business sustainability.

Related to above issues, a study was carried out to form and pioneer a new business which promote innovation and based on business principals, such as business marketing, business operation, business human resource management, and business economics and finance. The business that we've created is maximize the values of home appliance electronics return/defect products from leading brands in Indonesia, especially Jakarta. Our target market will be the customers who are more concern about lower price than the quality of products. Why did we choose this business? This is due to 1-2% potential return/defect products on branded home appliance electronics (with assumption return/defect products from conventional manufactures are around 5%). Furthermore, based on data from Euromonitor, projection of Indonesian society demands to home electronics will increase in every year. This is the right moment to get into this industry. However, innovation is still the main essential point to get customer's contentment.

This research used both qualitative and quantitative methodology. Qualitative methodology focused on literature based research, internet research, surveys, interviews, and focus group discussion, while quantitative methodology focused on distributing questionnaire. We certainly applied all business principals from the lectures, such as business marketing, business operation, business human resource management, and business economics and finance, in overall study and final project process in order to generate effective, efficient, beneficial, and applicable business plan. Furthermore, we also hope that this study can create sustainable business in harmony with Good Corporate Governance (GCG).

The research results show that the business plan that has been prepared is very likely to be applied to real life and in terms of analysis and financial calculation projections, it shows that this business is profitable for the company because of the high interest and demand for products from Indonesian society, especially Jakarta, and operating costs that can be reduced to improve profit margins, of course by referring to this compiled business plan.

The calculation of potential sales can reach IDR 300 billion within 10 (ten) years of the company's operations. The business feasibility analysis on financial calculations also show that the business is feasible and attractive, even so there is still a probability of risk of loss that the company may be faced. To mitigate the risk probability, the company must implement risk management so the financial objectives can be achieved. Besides that, to maximize the company's growth in the first 5 years the company decided not to implement a dividend distribution policy. Starting from the 5th to 10th year, the company will distribute dividends of 10% of the company's net income. The company's business continuity is also supported by the existence of good human resource planning, because human resources are the backbone of a company structure that designed to provide values and implement competitive strategies for the company to performing its business activities. The number of employee will be increased every year to support the company's business activities. In terms of employee salaries, it will continue to increase each year by considering inflation rate and GDP growth, which is 9% per year. Meanwhile, employees who hold managerial levels such as Directors, Managers, and Supervisors will receive a salary increase of 10% per year.