

Executive Summary

Tourism industry is developing rapidly nowadays, shown in the increasing statistics of the amount of tourists visiting Indonesia, the hotel numbers, and the occupancy rate from 2010 to 2015. This leads hotel business to be more challenging yet promising in the future because the competitiveness in the industry rise significantly, but there are rooms for innovation and improvement in hotel industry. From the in depth interviews conducted, most of hotel industry players consider inventory is one of the critical factors in hotels' operation, thus problems in inventory management like suppliers maintenance, uneven arrival time, late delivery, and time consuming manual input become great concern.

AMITECH offers one stop supply management service, combined with web based application for an integrated supply and inventory management to solve those problems mentioned by hotel industry players. AMITECH acts as the "intermediary" connecting various suppliers and various hotels, providing cost saving advantage for suppliers, as they don't need to do time consuming tenders nor dispatch sales person to retrieve new customers, also increasing efficiency for hotels as they can save up man power needed for inventory management activity and get their business process simplified through the system designed by AMITECH. AMITECH offers various features to simplify hotel's business process in inventory management system, such as barcode scan (to eliminate manual input), inventory report, delivery tracking, and in-app messaging.

Retrieving and retaining customers are two main purposes in AMITECH marketing strategy. Using teams consist of sales & marketing and technical sales person, AMITECH aims to reach at least 11 customers to be served within five years. AMITECH creates groundbreaking transformation by innovating the business model running in the industry. The current gap of demand (hotel needs of integrated and efficient supply system) and supply (suppliers' capability to provide integrated supply system), marvelous technology advancement, and the increasing hotel numbers how the potential that is currently hidden within the hotel supply provider industry, proving the attractiveness for AMITECH to enter and be the prospective and sustainable business in the future.

Keywords: hotel, inventory, supply, integrated