

Ringkasan Eksekutif

Perkembangan industri hortikultura di Indonesia yang diikuti dengan perkembangan industri *e-commerce* dan perekonomian di Indonesia memberikan kesempatan untuk mengembangkan bisnis hortikultura. Tetapi pengetahuan serta kesadaran masyarakat terhadap tanaman hias masih dapat dikatakan kurang. Avany hadir sebagai solusi untuk masalah tersebut dengan melakukan penjualan tanaman hias serta menyediakan jasa perawatan tanaman hias.

Avany menawarkan beberapa nilai tambah berupa konsultasi dan garansi tanaman hias untuk memudahkan pembeli dalam melakukan pembelian serta cara perawatan tanaman hias. Untuk pengadaan barang, Avany menggunakan metode *pull system* untuk meminimalkan kerusakan tanaman karena penyimpanan terlalu lama dan menurunkan biaya operasional.

Selama tiga bulan beroperasi, Avany memiliki beberapa sasaran di bidang pemasaran yang belum tercapai, khususnya penjualan, namun realisasi penjualan semakin lama semakin mendekati sasaran. Selain itu kami menyediakan media yang dapat memudahkan proses pemesanan bagi para pelanggan, yaitu *website* dengan alamat avanyindonesia.com, serta Instagram dan facebook dengan nama akun [@avany.id](https://www.instagram.com/avany.id). Perusahaan dapat memenuhi sejumlah sasaran di divisi operasi dengan menyediakan 27 varian tanaman hias daun yang dapat siap dipesan oleh para pelanggan. Avany juga dapat mengirimkan pesanan sesuai dengan jadwal dan batas durasi yang sudah dipertimbangkan.

Kata Kunci / Keywords	:	Tanaman hias, <i>online</i> , hortikultura, garansi, jasa perawatan
Bidang Usaha / Field of Business	:	<i>Retail</i>

Executive Summary

The development of the horticulture industry in Indonesia, followed by the development of the e-commerce industry and the economy in Indonesia provides an opportunity to develop the horticulture business. But public knowledge and awareness of ornamental plants can still be said to be lacking. Avany comes as a solution to the problem by selling ornamental plants and provide ornamental plant maintenance services.

Avany offers some added value in the form of consultation and ornamental plant guarantees to facilitate buyers in making purchases and how to care for ornamental plants. For procurement of goods, Avany uses the pull system method to minimize plant damage because of long-time storing and to save operational costs.

During the three months of operation, Avany had several targets in the field of marketing that had not been achieved, especially sales, however the realization of sales was getting closer to the target. We have provided media that can facilitate the ordering process for customers, consists of a website with the address of avanyindonesia.com, as well as Instagram and Facebook with the account name @avany.id. The company can meet several targets in the operations division by providing 27 variants of foliage ornamental plants that are ready to be ordered by customers. Avany can deliver orders according to the schedule and duration limits that have been considered.

Kata Kunci / Keywords	:	<i>Ornamental plants, online, horticulture, warranty, plant care</i>
Bidang Usaha / Field of Business	:	<i>Retail</i>