

CHAPTER V

CONCLUSION

5.1 Feasibility of The Business Model

SEABOX as a tech-based delivery service company for fresh seafood product has done a financial analysis to see whether the business model is workable and feasible or not. The analysis has been done by calculation of NPV, IRR, Payback period using 3 scenarios which are pessimist, moderate, and optimist. It concludes that SEABOX business model is considered feasible to run since the NPV is positive and the return on investment can be gained in 1.8 years by using optimistic assumptions and has a return on investment in 5 year with pessimist assumptions. By using a return rate of 15% cost of capital, SEABOX business is still profitable with an IRR above the cost of capital, therefore this business is feasible to run.

5.2 Business Model Limitation

Business Model Limitation is the business boundaries faced by SEABOX. Following are some limitation of SEABOX business model.

5.2.1 Create Brand Awareness in the Society

Since SEABOX is a new business and the pioneer in its field, a series of strategies and time is needed to build brand awareness in the community. To deal with this

issue, SEABOX must carry out various sustainable marketing strategies to achieve the company's vision and mission.

5.2.2 Innovation in ICT-Based Technology

The development of the world of Information, Communication and Technology is growing very rapidly from time to time. SEABOX as a new business that uses ICT-based technology in its processing and distribution activities must be able to keep updating and improving in technological developments so SEABOX can still be more effective and efficient in the business.

5.2.3 Business Innovation

Although SEABOX is a pioneer in providing fresh seafood that is already cleaned, vacuumed and put in a box and delivered directly to the customers, SEABOX still has to be prepared to face business competition in the future because more likely other companies will copy or implement something that is similar to SEABOX's business line. SEABOX must continue to improve all aspects of processing and distribution activities in order to continue to be at the forefront in the future.

5.3 Future Areas for Further Investigation

5.3.1 Technology

With rapid developments in technology, SEABOX must be able to keep up with its development in order to create more innovative in the changing business condition.

In terms of marketing, SEABOX does not only use direct methods (being an event sponsor, distribute flyer or brochure) and indirect methods (through mass media) but SEABOX will also be using websites and social media platforms to create brand awareness. Other possible technological advancements like conveyor belt with automatic vacuum sealing machine and better marketing software is also needed to improve seafood processing capabilities and high level manager strategic decisions. The other important technology is a mobile apps that can be downloaded on smartphone or tablet to increase SEABOX's user experience and to ease up the ordering process.

5.3.2 Human Resources

Building a large company must be encouraged by employees who have very mature skills and abilities. In the future, the company can have experts who are able to check the freshness of the fish and its supporting equipment, it can build a new trust in consumers for the support that the company has.

The company will work with the campus as in fisheries faculty for benchmarking, the purpose of which is to get more updated knowledge or information and can be considered by the company in making policies. If later the market of SEABOX has expanded to the regions, the company can recruit fishermen's wives to become processing unit staff because it is more flexible and fishermen's wives certainly have previous experience in fisheries.

5.3.3 Infrastructure

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5.3.4 Financial

The company's confidence in the positive response from the community to the types of products that will be sold by the company has an impact on the high demand and product orders. The amount of consumer demand or order for the product must be supported by the readiness of financial support from the company in the future, the company plans to open opportunities for investors to invest their shares in our company, in the form of bank loans, business loans or other types of capital that are offered to us with a percentage of profit.

5.3.5 Expansion to other Regions in Indonesia

SEABOX first location will be in West Jakarta is considered a great starter for the business. In the future SEABOX plans to expand the delivery in areas such as Bandung, Surabaya, Semarang, Manado, Makassar, and other major cities with the aim of enlarging business and create a partnership with local fisherman to manage the high-quality seafood supply in the other area. The variety of seafood product will also increasing when SEABOX expand the market and get more local partners or local fishermen since there are some types of seafood that found only in specific ocean across Indonesia.

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Source : https://www.alexandercowan.com/business-model-canvas-templates/#Step_1_of_10_Customer_Segments

Source : <https://www.toolshero.com/strategy/business-model-canvas/>

BIOGRAPHY



BAYU GELAEI GUSNADI

CONTACT DETAILS

Number: 6285274466313
Email: bayu_gelael@yahoo.co.id
Address: Lestari St No.5 Kav Deplu
91., Tangerang City, Banten,
Indonesia 15156

CAREER PROGRESSION

MINISTRY OF ENERGY & MINERAL RESOURCES REPUBLIC OF INDONESIA 2015-
PRESENT

FINANCIAL ANALYST

PT. BANK TABUNGAN NEGARA (PERSERO) TBK 2014-2015

*JUNIOR LOAN OFFICER
ACCOUNTING & CONTROL STAFF*

ACADEMIC BACKGROUND

BINA NUSANTARA UNIVERSITY

Bachelor of Economic (2009-2013)



Claudyos Cibinos

(+62) 82312979298 | claudyoscibinos@gmail.com | Jawa Barat

Experience

4 years of total experience

Jun 2014 - Present
(4 years 6 months)

Sales & Promotion

Bina Nusantara University | Jakarta Raya, Indonesia

Industry	Education
Specialization	Marketing/Business Development
Role	Marketing Executive
Position Level	Supervisor / Coordinator

Oct 2011 - Jan 2014
(2 years 4 months)

Sales - direct

proview | Jakarta Raya, Indonesia

Industry	Computer / Information Technology (Hardware)
Specialization	Sales - Retail/General
Role	Sales Executive
Position Level	Fresh Grad / Less than 1 year experience

Education

2018

BINUS Business School

Master's Degree/Post Graduate Degree in Business Studies/Administration/Management | Indonesia

Major	Business Management
CGPA	3.5 / 4.0

2014

Bina Nusantara

Bachelor's Degree in Computer Science/Information Technology | Indonesia

Major	Information Systems - Business Intelligence
CGPA	3.03 / 4.0

Skills

Intermediate

Microsoft Office, Event Organizing, Sales And Marketing Management, Sales And Marketing Skills

Basic

System Analyst



Name : Tetty Florentina Simbolon
 Birth : Banjarbaru, 17 Februari 1987
 Gender : Female
 Nationality : Indonesia
 Marital Status : Single
 Address : Jl. Mistar Cokrokusumo Gang Astoria No.50 A Banjarbaru,
 Kalsel
 Telephone : 08115005117
 Email : tetty.fsimbolon@gmail.com

EDUCATION

1996 – 1999 SD. Sanjaya, Banjarbaru
 1999 – 2002 SMP Sanjaya, Banjarbaru
 2002 – 2005 SMAN.I , Banjarbaru
 2005 – 2009 Universitas Sanata Dharma Yogyakarta, Bachelor Degree of
 English Literature.

WORK EXPERIENCE

2007 – 2010 Lembaga Bahasa Sanata Dharma University, Instructor and
 Coordinator.
 2011 – 2012 PT. Miners Indonesia, Assist to Director
 2012 – 2017 PT. Hazra Borneo Indah, Assist to Director.