

# CHAPTER V

## RESEARCH SUMMARY & SUGGESTIONS

### 5.1 Research Summary

- E-Business Implementation for SME is not an easy effort to do since e-business is an emerging model of doing business in this new economy which requires a totally different mindset.
- Top executives among SMEs mostly do not aware of the e-business existence, and how to compete in this new business model. Thus, their companies are not prepared to such condition.
- In addition, most of their staffs do not have adequate computer literacy even to operate basic computer systems.
- Online shopping through e-Commerce system is not a popular option among Indonesian people at the moment, especially for SME's consumers
- However, e-Business is still possible to be implemented within SMEs as long as they are aware of e-Business paradigm, already prepared with proper e-Business strategies, their staffs are familiar with Information System, last but not least suppliers and/or consumers must also familiar with computerized system.

- Doing business electronically does not always mean preparing e-Commerce system to end customers, there are other sides – business partners (supplier, distributor) – which can conduct business transactions with SMEs over the Internet, and actually demonstrate high volume of transactions. Thus, SMEs do not have to wait for their customer to be familiar with computer system before starting any e-business initiative.
- CV.XYZ strategies to enable e-business are fall in 2 (two) major phases, which are Initiating phase and e-business assessment phase. Within Initiating phase, everybody are pushed to adapt with basic, simple IS system that supports their daily operations. Executives will aware of this new culture, and soon become alert of the importance of doing business electronically, because s/he can see benefits of computerized system for his/her business. Once alerted, CV.XYZ can move to another phase, the e-Business Assessment and Implementation phase. Within this phase e-business strategies are defined, suitable e-Business initiatives and related requirements are also prepared and implemented in stages.
- There are 6 (six) IT initiatives to be implemented by CV.XYZ to move towards, e-business; which are POS with Inventory management, customer order management, campaign management, accounting system, procurement system, and production management. Most of the initiatives are customer-oriented, since e-business requires comprehensive understanding on customers, especially their needs whether articulated or not.

- Those IS initiatives are selected after considering some critical factors, which are business strategy conformity, immediacy of business needs, financial justification and requirements simplicity.
- All of the IS initiatives require basic understanding on computer system, basic to moderate changes in business process, especially formalizing operating procedures and requires obvious role for each task assignment.

## **5.2 Suggestions**

- When selecting sort of IS initiatives for SMEs it is much recommended to use Open Source solutions to reduce total cost of ownership (TCO), since most SMEs are not strong financially but still needed IS solution to run their business.
- IS initiatives for SMEs should consider many crucial things, such as align with business strategies, focus on problem solving and implemented in stages to facilitate adaptation to new culture of using IS system in daily operations.
- SMEs should avoid dotcom glitter, buzzwords and other “glamorous thing” in IT world, and instead pursue healthy return on investment when deciding sort of IS initiatives to be implemented internally.

