

Jigsaw- Internet business plan

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Abstrak

Dalam makalah perencanaan bisnis ini akan dijelaskan sebuah produk digital yang bernama "Jigsaw". Dengan slogan "Every piece of life", Jigsaw akan menawarkan system terintegrasi dari berbagai material digital yang didasarkan pada sistem cloud. Jigsaw akan berfungsi sebagai jurnal online sehingga pengguna bisa melihat aktivitas mereka di dunia online dan offline. Jigsaw dilihat mampu untuk menciptakan posisi yang unik di market, dimana produk ini menawarkan pengguna nya untuk melihat kembali semua kegiatan masa lalu mereka di berbagai social media. Jigsaw menargetkan Generasi Y yang tinggal di benua Australia sebagai penggunanya. Kompetitor yang nantinya akan dihadapi adalah Blogger.com, Wordpress.com, Blog.com, Tumblr, dan Timehop. Dengan menggunakan beberapa teori marketing (seperti Product Life Cycle, Porter's Five Forces Model, dan SWOT Analysis), pasar dilihat cukup atraktif dan menarik untuk dimasuki. Sumber pendapatan utama akan didapat melalui subscription. Sumber pendapatan lainnya akan didapatkan melalui branding, promosi, distribusi, dan dalam bentuk kerjasama.

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This business plan will explore the development of a new product branded as "Jigsaw", to be sold over the internet. With the tagline of "Every piece of life", Jigsaw will offer the integration of various digital materials through a cloud-based system. Jigsaw will serve as an online journal service, subsequently letting users to track their daily online and offline activities. With core and augmented value offerings, Jigsaw will establish a unique selling proposition in the market, allowing users to revisit memories from the past in a simple way. Jigsaw has strategically segmented Gen Y and the Australia geographic region as its target market. Through the competitive analysis, it is discovered that there are a few major competitors such as Blogger.com, Wordpress.com, Blog.com, Tumblr, and Timehop. By using appropriate measures; PLC, Porter's 5 Forces Model, and SWOT Analysis, the market attractiveness is found to be moderate. Jigsaw's revenue model proposes several ways to generate revenue. The primary revenue stream will be via a subscription for service. Secondary methods of generating revenue will be included in branding, promotion, distribution and partnerships.