

E-Commerce in Online Business

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Ketua : RIO YUNANTO S.Kom, M.T

Anggota : G A Paizal

Departemen Komputerisasi Akuntansi, Universitas Komputer Indonesia, Indonesia.

Departemen Ilmu Pemerintahan, Universitas Komputer Indonesia, Indonesia.

Email : rio.yunanto@email.unikom.ac.id

Abstract. The aim of this study is to observe the benefits and convenience of selling goods in ecommerce and analyze business models to provide a description of the characteristics of ecommerce and to analysis business models using the Business Model Canvas (BMC). The method used in this study was descriptive research method that describes the situation related to several existing variables and use BMC as a tool to explore business processes into more detailed parts such as relationships, needs, costs, activities, income, etc. This research was conducted by discussing the system of ease of interface, sales system, ordering system and payment system by the owner using e commerce technology. The results of this study shows that Brodo's income comes from product sales, profit share from credit card, and profit share from the online marketplace. This income is derived from the consumer segment as well as the results of profit sharing by offering a value proposition that Brodo has, namely Product quality, Customer satisfaction, and offline store. This value proposition differentiates Brodo from other similar brands.

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<http://dp3m.unikom.ac.id/penelitian/view/e-commerce-in-online-business.357.html>