



## RINGKASAN EKSEKUTIF PT Oesodo Alam Mandiri “Kemitraan Jamu”.

### Deskripsi singkat

#### PT OAM

Alamat : Ruko  
Grand Galaxy City  
Blok AR1 No. 66 Jl.  
Pulo Ribung Raya  
Kelurahan Jaka  
Setia.

KBLI (*Indonesian  
Standard Industrial  
Classification*) No.  
46493, 47724,  
46319.

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#### Contact Person:

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#### Termasuk nomor

WA bisnis

Kesadaran akan gaya hidup dan pemikiran *back to nature* membuat masyarakat di Indonesia memilih jamu sebagai minuman rutin harian. Sayangnya jenis produk jamu masih sangat terbatas variannya, cenderung kuno, memiliki stigma rasa yang pahit dan sulit di temukan di tempat modern seperti kafe. Saat ini pemerintah Indonesia memberikan dukungan dalam kegiatan usaha wisata kesehatan dan kebugaran dalam bentuk kafe jamu. Selain itu keinginan masyarakat untuk berwirausaha melalui UMKM juga sangat besar. Hal ini menjadi peluang yang potensial bagi perusahaan startup dalam bidang kemitraan jamu. PT Oesodo Alam Mandiri (PT OAM) merupakan perusahaan startup bisnis kemitraan jamu (*business opportunity*), muncul untuk menciptakan ekosistem bisnis melalui kemitraan jamu yang sangat menarik bagi para pelaku usaha baik yang sudah ada maupun baru. PT OAM sendiri memiliki nilai IFE 3,05 dan nilai EFE 2,69, dimana kekuatan bersaingnya dilevel sedang berdasarkan analisis *Porter's Five Forces*. *Strategic Plan* PT OAM berdasarkan IE matrik berada pada posisi *growth and build*. Berdasarkan analisis SWOT dan QSPM PT OAM memilih inovasi produk dan kemitraan sebagai strateginya. Sedangkan berdasarkan *porter generic strategy* PT OAM memilih strategi *differentiation focus* agar dapat bersaing dan berkelanjutan di bisnis kemitraan jamu. Dalam marketing plan PT OAM sebagai perusahaan multi platform bersifat *two sided* dimana perusahaan fokus pada B2B tapi tetap memperhatikan end usernya. *Operational plan* PT OAM di fokuskan pada proses pengembangan dan inovasi produk serta kerjasama maklon untuk proses produksinya. Perencanaan SDM dilakukan dengan pendekatan *lean organization* yang tentunya tetap mempertimbangkan kebutuhan SDM semua departemen. Keuangan PT OAM disusun dengan mempertimbangkan kebutuhan modal dan semua biaya untuk menjalankan bisnis perusahaan. Manajemen risiko juga disusun berdasarkan standar ISO 31000:2018 agar perusahaan dapat mengendalikan semua risiko dan memastikan bisnis perusahaan dapat bersaing dan berkelanjutan.

**Kata kunci:** Kemitraan, Jamu, Proses mudah, Enak dan Inovatif.



## EXECUTIVE SUMMARY

### PT Oesodo Alam Mandiri “Jamu Partnership”.

#### Short Description

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**Including WA  
business number**

Awareness of lifestyle and thinking back to nature makes society in Indonesia choose jamu as their daily routine drink. Unfortunately, the types of jamu products are still very limited in variants, tend to be old-fashioned, have a bitter taste stigma and are difficult to find in modern places such as cafes. Currently the Indonesian government provides support in health and fitness tourism business activities in the form of herbal cafes. In addition, the community's desire for entrepreneurship through SMEs is also very large. This is a potential opportunity for startup companies in the field of jamu partnerships. PT Oesodo Alam Mandiri (PT OAM) is a startup company for jamu partnerships (business opportunity), emerging to create a business ecosystem through jamu partnerships that are very attractive to both existing and new business actors. PT OAM itself has an IFE value of 3.05 and an EFE value of 2.69, where its competitive strength is at a moderate level based on Porters 5 Forces analysis. PT OAM's Strategic Plan based on the IE matrix is in a growth and build position. Based on the SWOT and QSPM analysis, PT OAM chose product innovation and partnership as its strategy. Meanwhile, based on the porter generic strategy, PT OAM chose a differentiation focus strategy in order to be competitive and sustainable in the jamu partnership business. In the marketing plan, PT OAM as a multi-platform company is two-sided, where the company focuses on B2B but still pays attention to the end users. PT OAM's operational plan is focused on the process of product development and innovation as well as tolling cooperation for the production process. HR planning is carried out with a lean organization approach which of course still considers the HR needs of all departments. PT OAM finances are prepared taking into account the capital requirements and all costs of running the company's business. Risk management is also prepared based on the ISO 31000:2018 standard so that the company can control all risks and ensure that the company's business is competitive and sustainable.

**Keyword :** Partnership, Jamu, Easy to process, Delicious and Innovative.