

RINGKASAN EKSEKUTIF
PT. CARI MONTIR INDONESIA
“Aplikasi Layanan *Service* Kendaraan Bermotor”

Deskripsi Singkat

Tingginya angka populasi kendaraan bermotor di Indonesia menjadikan tingginya potensi kebutuhan akan *service* kendaraan bermotor tersebut. Tingginya pengguna kendaraan motor tersebut mencerminkan aktivitas masyarakatnya yang sangat padat sehingga menimbulkan kebutuhan akan fasilitas yang dapat mempermudah dan memangkas waktu untuk melakukan *service* kendaraan bermotor yang didukung oleh sistem informasi yang ada. Potensi kebutuhan akan *service* motor serta perkembangan sistem informasi inilah yang menjadi latar belakang Carimontir menciptakan teknologi berbasis aplikasi layanan *service* kendaraan bermotor. Dengan adanya aplikasi tersebut dapat memudahkan para pemilik kendaraan bermotor lebih cepat dan praktis melakukan *service* kendaraan kapanpun dan dimanapun, sedangkan bagi para mitra akan dapat lebih mudah menjangkau konsumen potensialnya. Carimontir sendiri memiliki nilai IFE 3,04 dan nilai EFE 3,03, dimana kekuatan bersaingnya dilevel medium berdasarkan hasil analisis *Porters 5 Forces*. *Strategic Plan* Carimontir berdasarkan *IE Matrix* berada pada sel *growth and build*. Berdasarkan analisis SWOT dan QSPM Carimontir memilih strategi optimalisasi *social media marketing* dan inovasi fitur. Sedangkan berdasarkan *porter generic strategy* Carimontir memilih strategi *differentiation* agar dapat bersaing dan berkelanjutan di bisnis aplikasi penyedia jasa *service*. Dalam *marketing plan* Carimontir sebagai perusahaan aplikasi penyedia jasa *service* bagi pemilik kendaraan bermotor serta mitra maka perusahaan berfokus pada B2C sekaligus B2B. *Operational plan* Carimontir di fokuskan pada proses pengembangan dan inovasi fitur. *Human Capital Plan* difokuskan mitra yang handal. *Financial plan* Carimontir 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.

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Kata Kunci : Aplikasi, *Service* Kendaraan Bermotor, *Service* Cepat, *Service* Mudah

EXECUTIVE SUMMARY
CARI MONTIR Ltd.
“Vehicle Service Application”

Short Description

The high number of motorized vehicle population in Indonesia makes the potential need for motor vehicle services high. The high number of motorized vehicle users reflects the very dense activity of the community, increase to the need for facilities that can simplify and cut time for servicing motorized vehicles that are supported by existing information systems. The potential need for motorcycle service and the development of information systems is the background for Carimontir to create technology based on motor vehicle service applications. With this application, it can make it easier for motorized vehicle owners to carry out vehicle service more quickly and practically anytime and anywhere, while for partners, it will be easier to reach potential consumers. Carimontir has an IFE value of 3.04 and EFE value of 3.03, where its competitive strength is at the medium level based on the results of Porters 5 Forces analysis. The Carimontir Strategic Plan based on the IE Matrix is in the growth and build cell. Based on the SWOT and QSPM analysis, Carimontir chose social media marketing optimization strategy and feature innovation. Meanwhile, based on the porter's generic strategy, Carimontir chose a differentiation strategy in order to be competitive and sustainable in the service provider application business. In Carimontir's marketing plan as an application company providing service services for motor vehicle owners and partners, the company focuses on B2C as well as B2B. Carimontir's operational plan is focused on the development process and feature innovation. Carimontir's human resource plan is focused on the excellent partners. Carimontir's financial plan is prepared by considering the capital requirements and all costs to run 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.

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Keyword : Application, Vehicle Service, Quickly Service, Easy Service