

RINGKASAN BISNIS PLAN

Judul	: <i>PT. Franchise Center Indonesia (PT. FCI) - Franchise Center Berbasis Website</i>
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Program Studi	: Magister Manajemen

Perencanaan Website Franchise Center Indonesia dibuat untuk memberikan solusi kepada franchisor/ pemilik business opportunity untuk mempromosikan produk dan jasanya agar dapat dilihat oleh calon franchisee/ calon mitra yang ingin mengambil suatu bisnis. Untuk itu, disajikan analisa eksternal yang meliputi *porter's five forces* dan PEST. Selain itu juga dilakukan analisa internal yaitu *key success factor, analysis of demand, analysis of competition, appraising resource & capability* dan *competitive advantage*. Selanjutnya ditentukan *strategic plan* yaitu *Establish terms abjective, the input stage, the matching stage, The decision stage, porter's generic strategy* dan *lean canvas model*. IE matriks **PT. Franchise Center Indonesia** pada posisi strategi pengembangan, kemudian pada pada matriks QSPM adalah strategi penetrasi pasar dan untuk *porter's generic strategy* masuk dalam differentiation leadership. Dalam perencanaan marketing, segmentasi yang dipilih adalah franchisor/ pemilik business opportunity untuk industri kuliner, edukasi, dan gaya hidup dengan harga 0-600 juta Rupiah dengan *tagline* 'Website Info Franchise/ BO Terlengkap'. Untuk perencanaan operasional, difokuskan pada desain produk dan proses yang mendukung pencapaian tujuan perusahaan. Perencanaan SDM dilakukan dengan menerapkan McKensy 7S dengan mempertimbangkan kebutuhan SDM semua departemen. Perencanaan keuangan disusun dengan mempertimbangkan kebutuhan modal dan semua biaya untuk menjalankan bisnis perusahaan. Manajemen resiko disusun berdasarkan ISO 31000 2018, agar perusahaan mampu mengendalikan semua resiko dan dapat lebih memastikan bisnis perusahaan dapat berjalan dengan baik, lancer, dan memiliki daya saing secara berkelanjutan dalam berkompetisi di market.

EXECUTIVE SUMMARY

Title : *PT. Franchise Center Indonesia (PT. FCI) - Franchise Center Berbasis Website*

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The website planning for Franchise Center Indonesia is designed to provide solutions to franchisors/business opportunity owners in order to promote their products and services, making them visible to potential franchisees/business partners who are interested in taking up a business. To achieve this, an external analysis is presented, including Porter's Five Forces and PEST analysis. Additionally, an internal analysis is conducted, covering key success factors, demand analysis, competition analysis, resource and capability appraisal, and competitive advantage assessment.

Subsequently, a strategic plan is formulated, consisting of establishing clear objectives, an input stage, a matching stage, a decision stage, Porter's generic strategy, and the Lean Canvas model. The IE Matrix positions PT. Franchise Center Indonesia in terms of development strategy, and in the QSPM matrix, a market penetration strategy is chosen. As for Porter's generic strategy, a differentiation leadership approach is adopted.

In the marketing plan, the chosen segmentation targets franchisors/business opportunity owners in the culinary, education, and lifestyle industries, with prices ranging from 0 to 600 million Indonesian Rupiah, using the tagline 'Most Comprehensive Franchise/BO Information Website'. The operational planning focuses on product design and processes that support the company's objectives.

Human resource planning is carried out by applying the McKinsey 7S framework, considering the HR needs of all departments. Financial planning takes into account the capital requirements and all costs associated with running the company's business. Risk management is based on ISO 31000:2018 to ensure the company can control all risks and ensure the business operates smoothly, efficiently, and sustainably in the competitive market.