



HI PROFESSIONAL (HI PRO) BUSINESS PLAN

THESIS

**Submitted as one of the requirements to obtain
Magister Manajemen**

By

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ABSTRACT

This paper presents the master's final project of HI PRO, a technology-based consulting and learning platform that aims to accelerate the business growth of entrepreneurs in Indonesia and around the world.

The paper begins with a background on digital businesses and the main problems they face. It then outlines the purposes of the project, which are to develop a business profile, services, competitive advantages, unique value proposition, market segmentation, market size and prospects, and competitor analysis. The project also includes a strategic analysis, implementation plan, and risk mitigation strategies.

The paper concludes with a summary of the key findings and recommendations, which are as follows:

- a) HI PRO offers a comprehensive suite of services that are designed to help entrepreneurs at all stages of their business journey.
- b) HI PRO's target market is entrepreneurs in Indonesia and around the world.
- c) HI PRO's main competitors are other business consulting and learning platforms. However, HI PRO has a number of advantages, including its focus on technology-based solutions and its commitment to providing high-quality services.
- d) The management team of HI PRO is composed of experienced professionals with a proven track record in the business consulting industry.
- e) Based on the financial information provided, the HI PRO digital business is very feasible to be implemented.
- f) There are some risks associated with the HI PRO digital business, such as competition, technological issues, and economic downturn. However, these risks can be mitigated through careful planning and execution.

Overall, the HI PRO digital business is a very promising opportunity. The company has a strong team, a large and growing addressable market, and a clear competitive advantage. With careful planning and execution, the company is well-positioned to achieve its financial goals.

Keywords: *Business Consulting, Business Learning, Professional Marketplace, Entrepreneurs, Digital Business, Digital Transformation, Digital Economy, Global Market, Global Investment, Global Talents, Job Seeker, HI PRO, SuperKey Group*

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