



**BEE-BOO APPLICATION : Empowering mother through an all-
in-one maternal health platform**

Business Plan

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

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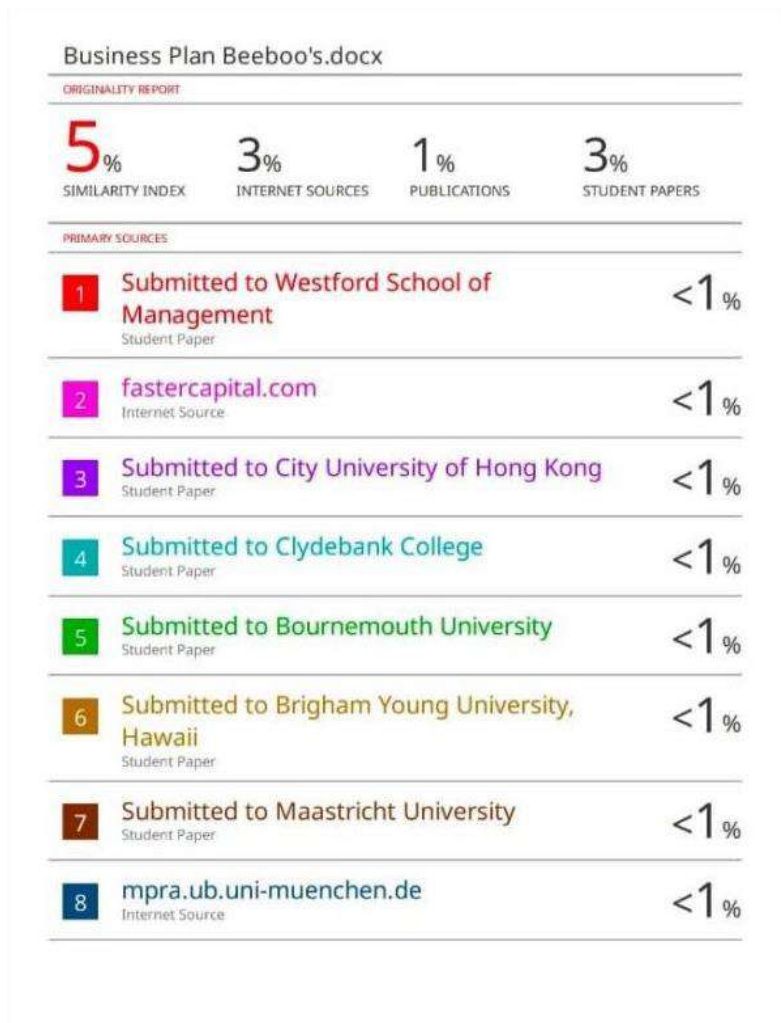
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i BEE-BOO APPLICATION : Empowering mother through an all-in-one maternal health platform Business Plan Submitted as one of the requirements to obtain Magister Manajemen By Renaldy Candra (023202205064) Tiara Whidi Suci SP (023202205053) FACULTY OF BUSINESS MASTER OF TECHNOLOGY MANAGEMENT STUDY PROGRAM CIKARANG February 2024 iii BEE-BOO APPLICATION : Empowering mother through an all-in-one maternal health platform By Renaldy Candra (023202205064) Tiara Whidi Suci SP (023202205053) Approved by Dr.

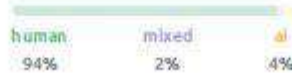
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ABSTRACT

Beeboo is an innovative approach to support mothers throughout their transformative journey into motherhood. This journal explores Beeboo's comprehensive integration of pregnancy tracking, baby developmental training, meditation, and community support, providing personalized, evidence-based resources and expert guidance. By analyzing Beeboo's unique positioning in the maternal health app industry and its impact on enhancing the emotional, mental, and physical well-being of mothers at various stages, this study delves into the strategic planning, user engagement, and continuous improvement strategies employed by Beeboo. With a focus on disrupting the market by filling the gap in all-inclusive maternal health solutions, Beeboo's aspirations to become the go-to platform for mothers in Indonesia, contributing significantly to healthier and happier families.

Keywords: Motherhood, Pregnancy, Mobile Application, Digital Transformation, Health

ABSTRAK

Beeboo adalah pendekatan inovatif untuk mendukung para ibu sepanjang perjalanan transformatif mereka menjadi ibu. Jurnal ini mengeksplorasi integrasi komprehensif Beeboo dalam pelacakan kehamilan, pelatihan perkembangan bayi, meditasi, dan dukungan komunitas, menyediakan sumber daya yang dipersonalisasi dan berbasis bukti serta panduan ahli. Dengan menganalisis posisi unik Beeboo dalam industri aplikasi kesehatan ibu dan dampaknya terhadap peningkatan kesejahteraan emosional, mental, dan fisik ibu di berbagai tahap, penelitian ini menyelidiki perencanaan strategis, keterlibatan pengguna, dan strategi perbaikan berkelanjutan yang digunakan oleh Beeboo . Dengan fokus untuk mendisrupsi pasar dengan mengisi kesenjangan dalam solusi kesehatan ibu yang menyeluruh, aspirasi Beeboo untuk menjadi platform pilihan bagi para ibu di Indonesia, memberikan kontribusi signifikan terhadap keluarga yang lebih sehat dan bahagia.

Kata Kunci: Motherhood, Kehamilan, Aplikasi Mobile, Transformasi Digital, Kesehatan

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