



BUSINESS PLAN OF PASTIKET

THESIS

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GPTZERO CHECK



ABSTRACT

This business plan proposes the development of PASTIKET, a digital platform designed to revolutionize the Umrah travel industry. This innovative platform aims to facilitate efficient interactions between travel agencies and airline ticket wholesalers, addressing key industry challenges such as communication inefficiencies, lack of clear flight information, and cumbersome booking processes. PASTIKET's features include a robust search function, advanced filtering, and a centralized information hub. The platform is positioned to enhance service quality, improve decision-making, and offer a streamlined booking experience. The strategic analysis includes a comprehensive SWOT analysis, competitor analysis, and business model canvas, highlighting the unique market position and potential of PASTIKET in transforming Umrah travel. The financial strategy involves a mix of self-funding and pre-seed funding, totaling Rp900,000,000. The revenue model includes a 10% charge per transaction, with projected growth in order values and revenues over five years. The financial projections indicate positive returns, with an Internal Rate of Return (IRR) of 8.91%, a Return on Investment (ROI) of 150%

Keywords: Digital Platform, In-depth Interview, Online Travel Agent, Umrah Travel Agent, Wholesalers

ABSTRAK

Tesis ini mengusulkan pengembangan PASTIKET, sebuah platform digital yang dirancang untuk merevolusi industri perjalanan Umrah. Platform ini bertujuan untuk memfasilitasi interaksi yang efisien antara agen perjalanan dan grosir tiket pesawat, mengatasi tantangan industri seperti inefisiensi komunikasi, kekurangan informasi penerbangan yang jelas, dan proses pemesanan yang rumit. Fitur PASTIKET meliputi fungsi pencarian yang kuat, penyaringan lanjutan, dan pusat informasi terpusat. Platform ini diposisikan untuk meningkatkan kualitas layanan, memperbaiki pengambilan keputusan, dan menawarkan pengalaman pemesanan yang lebih lancar. Analisis strategis mencakup analisis SWOT yang komprehensif, analisis pesaing, dan model bisnis kanvas, menyoroti posisi pasar dan potensi unik PASTIKET dalam mentransformasi perjalanan Umrah. Strategi keuangan melibatkan kombinasi pendanaan mandiri dan pendanaan pra-benih, dengan total Rp900,000,000. Model pendapatan termasuk biaya 10% per transaksi, dengan proyeksi pertumbuhan dalam nilai pesanan dan pendapatan selama lima tahun. Proyeksi keuangan menunjukkan pengembalian yang positif, dengan Tingkat Pengembalian Internal (IRR) sebesar 8.91% dan Pengembalian Investasi (ROI) sebesar 150%

Kata Kunci: Platform Digital, Wawancara Mendalam, Agen Perjalanan Daring, Agen Perjalanan Umroh, Grosir .

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