



**PRODUCT DEVELOPMENT OF DIGITAL PLATFORM FOR  
INTEGRATED E-PROCUREMENT OF CUSTOMIZED  
COMPONENT PARTS SOLUTION: 'EPROCCOS'**

**THESIS**

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

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**FACULTY OF BUSINESS  
MASTER OF TECHNOLOGY MANAGEMENT STUDY PROGRAM  
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MARCH, 2023**

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The Panel of Examiners declare that the Master's Final Project entitled "Product Development of Digital Platform for Integrated E-Procurement of Customized Component Parts Solution: 'EPROCCOS'" submitted by Arie Albertus, Hamdani, and Meyriana Susan was assessed and approved to have passed the Oral Examination on 3 March 2023.



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Last but not the least, we would like to thank ourselves for the great teamwork, and our family for always supporting us spiritually through our life.

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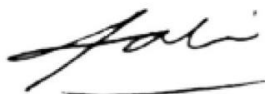
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## **ABSTRACT**

This business plan is proposed to create a digital platform for customers and suppliers to connect in one ecosystem related to customized component part requirements. Supply and demand of this component exist in the market, especially in the automotive industry, so technology application needs to be developed to increase efficiency and competitiveness. The UX design thinking approach is used to develop a method of solving problems to answer users' needs. The implementation of design thinking has five stages of emphasize, define, ideate, prototype, and test. There must be an emphasis on focus and actions. In-depth interviews are done to dig up information in depth, openly, and freely with problems and research focus directed at research centers. The problems are highlighted by the users, such as limited customer and supplier coverage, no marketing access tools, no fixed lead-time and uncompetitive price. EPROCCOS is created as a digital platform which provides benefits to the users, to link customers' inquiry to suppliers' offering. Customers can get competitive prices and best lead time, and suppliers can get more orders from it as their marketing tool. This business plan is projected in five years with a total investment of 600 million IDR. The projection is to get the total order 136.6 billion IDR with a 5% recharge fee. The sales is forecasted with total value 6.8 billion IDR with 27.6% net profit. This business plan is profitable because the IRR is 113.6% in four years payback period, and the ROI result is positive 72.9%.

*Keywords: Digital Platform, UX design, In-depth Interview, Customized Component Parts, Ecosystem*

## **ABSTRAK**

*Rencana bisnis ini diusulkan untuk membuat platform digital bagi pelanggan dan pemasok agar terhubung dalam satu ekosistem yang terkait dengan persyaratan kustomisasi komponen. Pasokan dan permintaan komponen ini ada di pasar, khususnya industri otomotif, sehingga penerapan teknologi perlu dikembangkan untuk meningkatkan efisiensi dan daya saing. Pendekatan UX design thinking digunakan sebagai pengembangan metode pemecahan masalah untuk menjawab kebutuhan pengguna. Implementasi design thinking memiliki lima tahapan yaitu stress, define, ideate, prototype, dan test. Harus ada penekanan pada fokus dan tindakan. Wawancara mendalam dilakukan untuk menggali informasi secara mendalam, terbuka, dan bebas dengan permasalahan dan fokus penelitian yang diarahkan pada pusat-pusat penelitian. Masalah yang disorot oleh pengguna, seperti cakupan pelanggan dan pemasok yang terbatas, tidak ada alat akses pemasaran, tidak ada waktu tunggu yang tetap, dan harga yang tidak kompetitif. EPROCCOS dibuat sebagai platform digital yang memberikan manfaat bagi pengguna, untuk menghubungkan permintaan pelanggan dengan penawaran pemasok. Pelanggan bisa mendapatkan harga yang kompetitif dan waktu tunggu terbaik, dan pemasok bisa mendapatkan lebih banyak pesanan darinya sebagai alat pemasaran mereka. Rencana bisnis ini diproyeksikan dalam lima tahun dengan total investasi Rp 600 juta. Proyeksi mendapatkan total pesanan Rp 136,6 miliar dengan biaya isi ulang 5%. Penjualan diperkirakan dengan nilai total Rp 6,8 miliar dengan laba bersih 27,6%. Rencana bisnis ini menguntungkan karena IRR 113,6% dalam periode pengembalian empat tahun, dan hasil ROI positif 72,9%.*

*Kata kunci: Platform Digital, UX Design, Wawancara Mendalam, Bagian Komponen yang Disesuaikan, Ekosistem*

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