

# ENTREPRENEURSHIP IN THE NEW NORMAL ERA

**Tri Raharjo, SE, MM**  
*Brand Researcher, Speaker & Entrepreneur*



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*Brand Researcher, Speaker & Entrepreneur*

### **POSITION**

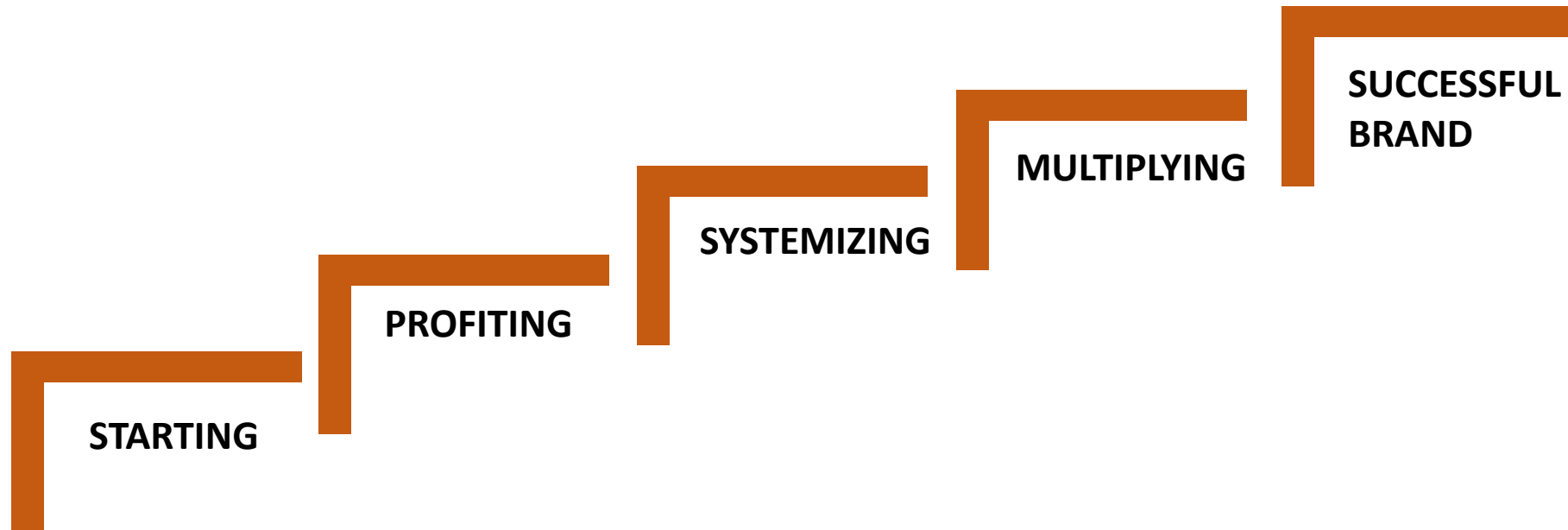
- CEO TRAS N CO Indonesia
- Komisaris INFO BRAND Group

### **ORGANIZATION**

- Founder Komunitas Indonesia Brand Network
- Ketua Umum Perhimpunan Waralaba & Lisensi Indonesia



# 5 STEP MEMBANGUN BISNIS



# STARTING



**MAU  
BISNIS  
APA?**

crisis  
危機  
danger opportunities

**KAMU BISA  
APA?**

**PELUANG BISNIS  
APA, YANG BISA  
ANDA JALANKAN?**

# NAMA MEREK



# MEMBANGUN BUSINESS



- **Nama Brand**
- **Konsumen**
- **Kompetitor**
- **Differensiasi Produk**



# PROFITING



- A. PENDAPATAN**
- B. BIAYA**
- C. LABA / RUGI**

# PROFITING BUSINESS

## COST

- Membuat rencana pengeluaran
- Lakukan efisien dan efektifitas setiap pengeluaran
- Kontrol Biaya

## SALES

- Desain target
- Lakukan Pemasaran Online & Offline
- Penawaran khusus ke Existing Customer
- Optimalkan Mitra/Dealer/Agen/Reseller

## TEAM

- Memotivasi tim Anda
- Membuat KPI
- Kontrol & Monitoring
- Evaluasi SDM

## CASH FLOW

- Membuat rencana arus kas
- Kontrol Cash Income
- Surplus



# Online Marketing



X



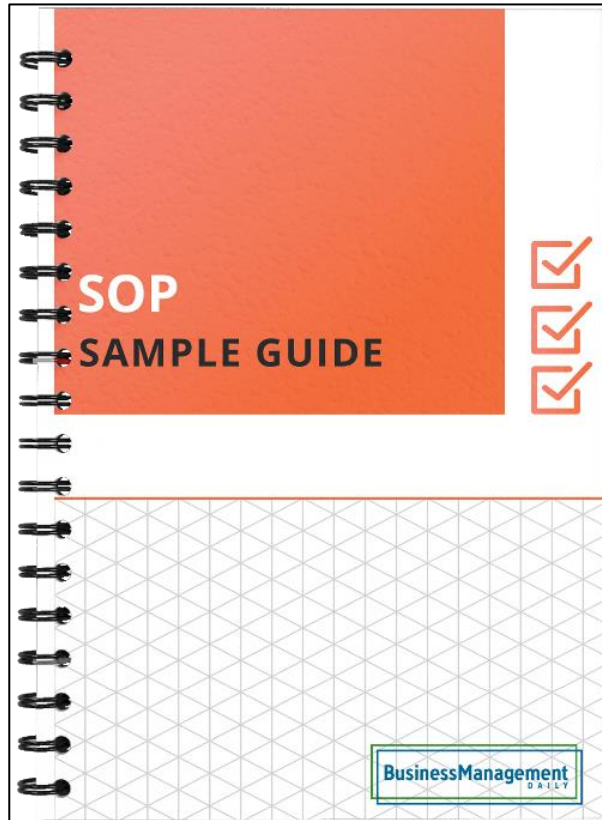
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# SYSTEMIZING



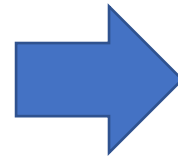
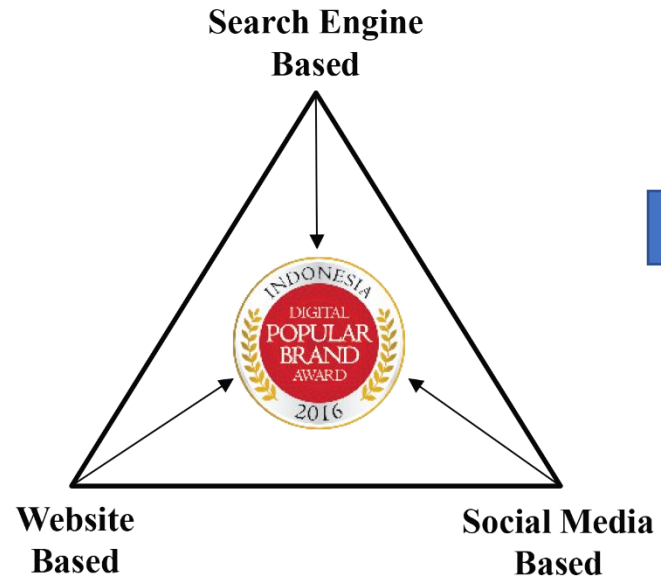
- PRODUK / JASA
- MARKETING
- FINANCE
- PELAYANAN
- SDM
- OUTLET
- DISTRIBUSI

# MULTIPLYING



- CABANG
- AGENT
- FRANCHISE
- RESELLER
- DROPSHIP
- DLL

# DIGITAL BRAND ACTIVITIES



# THANKS

YouTube : Tri Raharjo Talks



[www.trasnco.com](http://www.trasnco.com)



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Tri Raharjo



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