

Business Landscape

India

Lesson

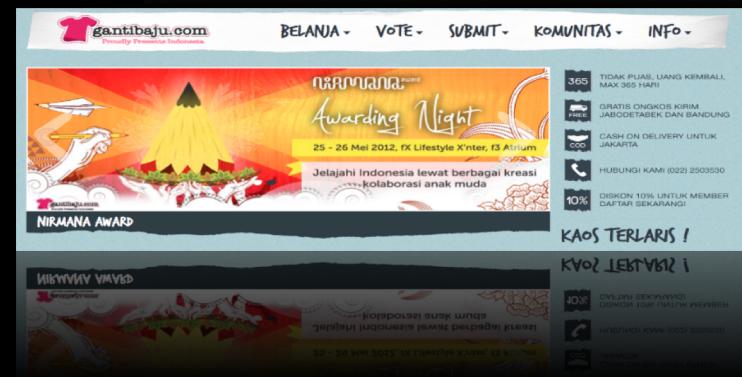
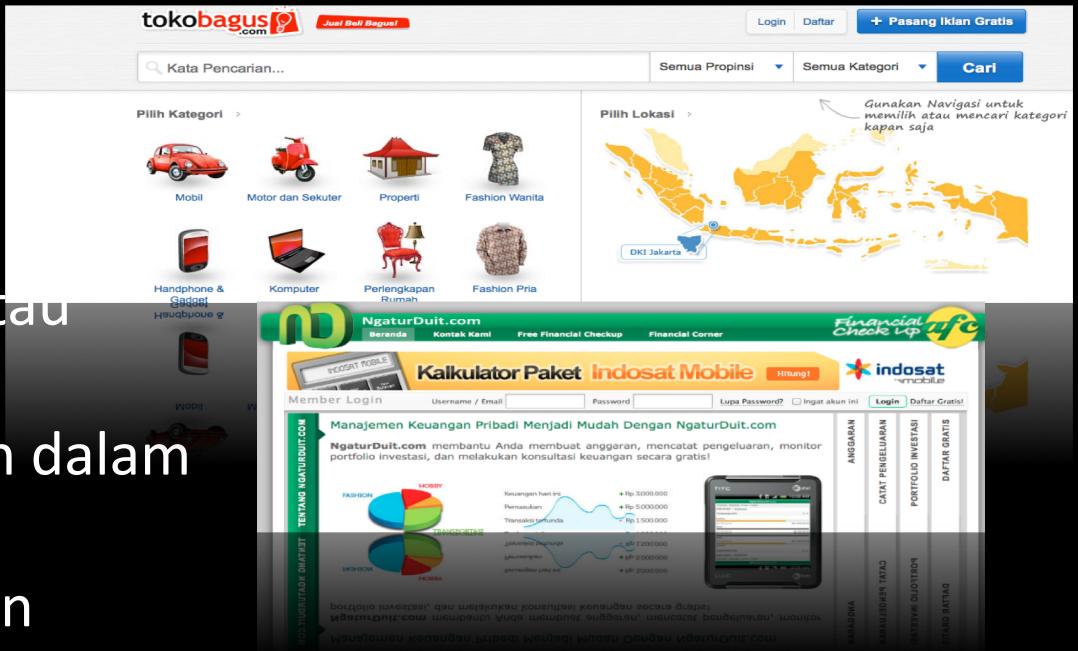
- **Isolated Technology Nation**
China and India clearly are mature ecosystem by themselves, they have the technology, funding, and big market.
- **Advanced Technology Nation with Limited Market**
Japan, Korea, and Taiwan are advanced technology countries with a mature market but each has limited size.
- **Advanced Technology Nation with Small Market**
Singapore is a country with very advanced technology but no market, so they have to think globally from day one.

Source: <https://medium.com/indonesia-internet-mobile-space/indonesia-the-emerging-startup-nation-7d83ce663204>

- **Emerging Technology Nation with Limited Market**
Thailand and Philippines are quite similar to Indonesia. Vietnam is slightly behind Indonesia while Malaysia is slightly ahead of Indonesia in terms of technology and market maturity.
- **Indonesia is The Emerging Technology Nation with Vast Market**
Indonesia has a vast market, so we can sustain and scale by only targeting the Indonesian market.

Customer Needs

1. Variasi channel/saluran layanan berbasis TI
2. Layanan berbasis personal
3. Munculnya “cara-cara baru” dalam bertransaksi atau berkomunikasi
4. Berkumpulnya orang dalam jumlah yang besar dan dalam waktu yang singkat
5. Potensi nilai ekonomis yang tumbuh seiring dengan tumbuhnya layanan



Kesimpulan

- Transformasi industri dengan digitalisasi memerlukan approach yang spesifik dan detail pada setiap tahapan business process
- Adopsi digitalisasi melalui teknologi perlu “cara baru” yang “distruktif” pola yang sudah berjalan
- Crowd economy menjadi salah satu opsi untuk melakukan transformasi dengan kata kunci *fast, reliable, adaptive & scalable.*