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OPERATIONAL PLANNING IN E-COMMERCE COMPANIES "SIMPEL OM" "PT SIMPEL OM UNGGULAN"

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Abstract

The development of Indonesian commercial property (PPKom) released by the Statistics Department of Bank Indonesia (BI) in the first quarter of 2022 welcomed 2022 as the year of revival of the Indonesian property sector. The annual performance (year on year) of the property (real estate) industry sector grew by 1.19% since the end of the COVID-19 pandemic. Apart from property growth, technological developments are increasingly simplifying and speeding up the transaction process, especially electronic shopping transactions (eCommerce) . The transition from the Analog to Digital era encourages all business sectors to be more creative in mastering market competition, one of which is the construction material supply and demand sector. PT Simpel OM Unggulan with the platform name "Simpel OM" is present as a material provider platform for the construction sector and a liaison between consumers and sellers with a 1x24 hour delivery commitment and free shipping which is the best solution in today's instant era.

Keywords: Operational Planning, Simple OM, PT. Simple Superior OM, E-Commerce

INTRODUCTION

The growth of the property sector in Indonesia has begun to show positive graphs since the COVID-19 pandemic occurred (Rambey & Ferlito, 2020). This occurs as the economic sector begins to recover and community activities gradually return to normal. The development of Indonesian commercial property (PPKom) released by the Bank Indonesia (BI) Statistics Department in the first quarter of 2022 and Knight Frank Indonesia as a property research and consulting company in Indonesia welcomes 2022 as the year of revival of the Indonesian property sector. The annual performance (year on year) of the property (real estate) industry sector grew by 1.19%. Apart from property growth, technological developments are increasingly simplifying and speeding up the transaction process, especially electronic shopping transactions (*eCommerce*) (Sinaga & Rivani, 2020).

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The presence of *eCommerce* has had a major impact on people's lives and lifestyles, including creating new economic opportunities for people to start individual businesses (Putri, 2023). Apart from property growth, technological developments are increasingly simplifying and speeding up processes and transactions or what is called eCommerce. The presence of eCommerce has had a major impact on people's lives and lifestyles, including creating new economic opportunities for people to start individual businesses. Data-wise, eCommerce growth in Indonesia from 2021 to 2022 experienced growth of 1.87%.

The transition from the Analog to Digital era encourages all business sectors to be more creative in mastering market competition. In the current era of globalization and digital era, especially since the COVID-19 pandemic, all users and buyers are looking for efficiency and ease in obtaining and completing their needs (Aprianto et al., 2022).

There are still many restrictions on mobilization that are not commensurate with the increasing rhythm of community demand for needs, especially in fulfilling materials for the Construction sector (Property Sector), many business actors and buyers want a platform that can facilitate their needs. eCommerce is an alternative that is currently in great demand. Report released "Navigating Indonesia's eCommerce : Omnichannel as the Future of Retail". Based on this report, 74.5% of consumers shop more online than shop offline. This happens because the pandemic means that almost all fulfillment of basic needs and various other activities are diverted through digital and sustainable services.

The growth of property in Indonesia, especially in JABODEBEK, is directly proportional to the selling value which is increasing every year. The property sectors that are of great interest to investors are housing, offices (both for rent and sale), warehouses, and others.

RESULT AND DISCUSSION

Operational Goals and Targets

Simple OM sets operational goals that are in line with the previous chapter in 4.2 *Establish Terms Objective* and has been adjusted to *Market Penetration Strategy* on QSPM And *Cost Leadership Strategy* on *Porter's Generic Strategy* . Objective The operation of Simpel OM is to be a financial *software service provider* that can fulfil need business customer with composition feature most complete as well as prioritize quality and speed. This certainly provides a new experience in enjoying Simple OM services without feeling confused in operation.

T aim Simple operation OM

Table 1 Simple Operational Objectives of OM

Objective	Target
Short-term	

	(Y0 to < Y1)		
1.	Create applications that are connected to each other to communicate online orders via the Simple OM Application	1.	Building infrastructure and doing *branding* to get downloaders.
2 .	Build and carry out regular system maintenance with uptime of 90%	1.	Building a structured *software development method and carrying out application maintenance (performance and bugs)*
3 .	Building integrated IT infrastructure and computing systems for several departments (*Finance accounting ,* taxation , HR & Operations)	1.	Develop UI/UX that suits customer needs and is easy to understand.
	Medium-term (Y2 to Y3)		
1.	Build and carry out regular system maintenance with uptime of 95% and improve the performance of Simple OM applications	1.	Carrying out application maintenance (*performance* and bugs) and building a server and application activity control dashboard to determine downtime in the system
2.	Carrying out simple OM management so that system and cloud *resource scalability* becomes faster and increases company visibility by receiving a rating of 3	1.	Adding a Web Application Firewall (WAF) and Building a cloud architecture (small)
3.	Digitalization of all processes for 6 departments Marketing, HR, Operations, IT, *Finance* & *accounting* , Taxation.	1.	Building a *paperless system* in every department
	Long-term (>Y5)		

1.	Build and carry out regular system maintenance with *uptime of* 99%	1. Update technology and continue to innovate in product development and monitor downtime and errors in applications automatically by delivering information to application developers
2.	Developing Applications on *Software Artificial Intelligence* as an automation process in increasing optimization that can create partnerships with 1500 SHOP owners in Java and outside the island And even distribution of Jangakuan free delivery with a delivery target of <1x24 hours, and with a delivery distance of >10KM	1. 2. Ensure development and control the achievement of 1x24 hour delivery and Develop quality products with the latest types of materials, specifications and material characteristics that are good for use.
3.	Developing server migration with larger capacity and adding features to the Simple OM Application to make it easier to use	1. Building business intelligence dashboards and creating structured analytical data develop Capacity, assets and 2. Products

OM's Simple Operational Goals

Table 2 Simple Operational Targets of OM

Objective	Target
Period Short (Y0 to < Y1)	
	1. Build Architecture Application
Build And Do maintenance	2. Develop *platforms* Simple OM (Desktop, Mobile)

system in a wayperiodically with 90% uptime	3. Develop UI/UX Which in accordance with customer needs And easy understood.
	4. Build method development *software* which structured.
	5. Do maintenance application (*performance* and bugs)
Build infrastructure I.T And system computing Which each other integrated	1. Uniform use of *devices* /laptopsin the company.
	2. Build competence security technologysecurity digital the good one
	3. Building an integration *system* with operational internal business Simple OM
Period Intermediate (Y2 to < Y3)	
Building and Doingsystem maintenance periodically with uptime 95%	1. Do maintenance application (*performance*and bugs)
	2. Building a server activity *control dashboard* And application For know *downtime* in *the system* .
Carrying out simple OM management so that scalability system And *resources* cloud become morefast And increase visibility company with accept *ratings* 3	1. Add Web Application Firewalls (WAF)
	2. Build architecture cloud (*small*)
Digitalization all process For 6 department Marketing, HR, Operations, IT, *Finance & accounting* , Taxation.	1. Build system in a way *paperless* at eachdepartment.
Long-term (Y>5)	
Build And Do maintenance system in a wayperiodically	1. Continuously update technologyinnovate deeply development product
	2. Carrying out application maintenance (*performance* and bugs)

with *uptime* 99%	3. Monitoring _ *downtime* And error on application in a way automatic with deliver _ information to developers application.
Implementing *Artificial Intelligence* as process automation in scaling optimization report on year to 5	1. Build base analysis maker decision 2. Analysis make data science Which structured 3. Build business intelligence dashboards 4. Make data analytics Which structured

Operational Design

Product Which offered in business This is provider service application Building construction materials provide a variety of features products and 1x24 hour delivery services with easy transaction processes via desktop, *mobile* and Web applications.

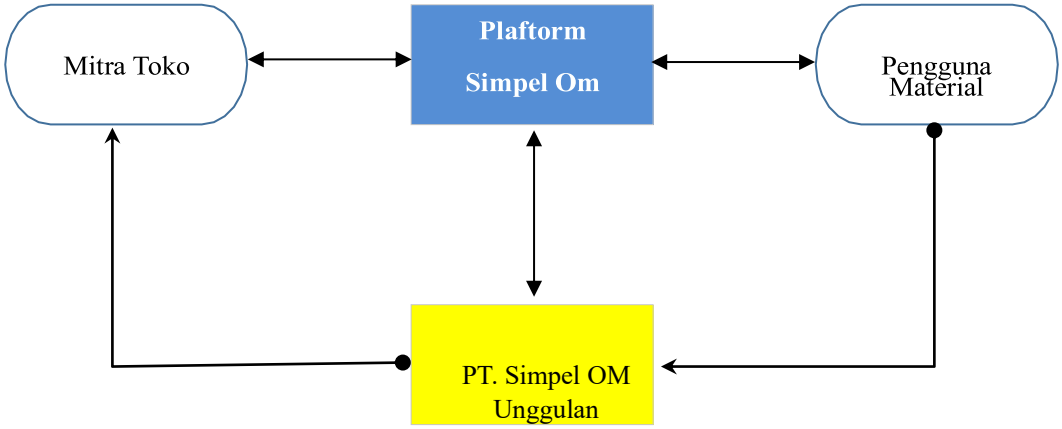

Figure 1 Simple OM Operation Design Process

Product and Process Design

This product and process design refers to operational design, hence mechanisms implementation from the side Building Store Partners asfollowing:

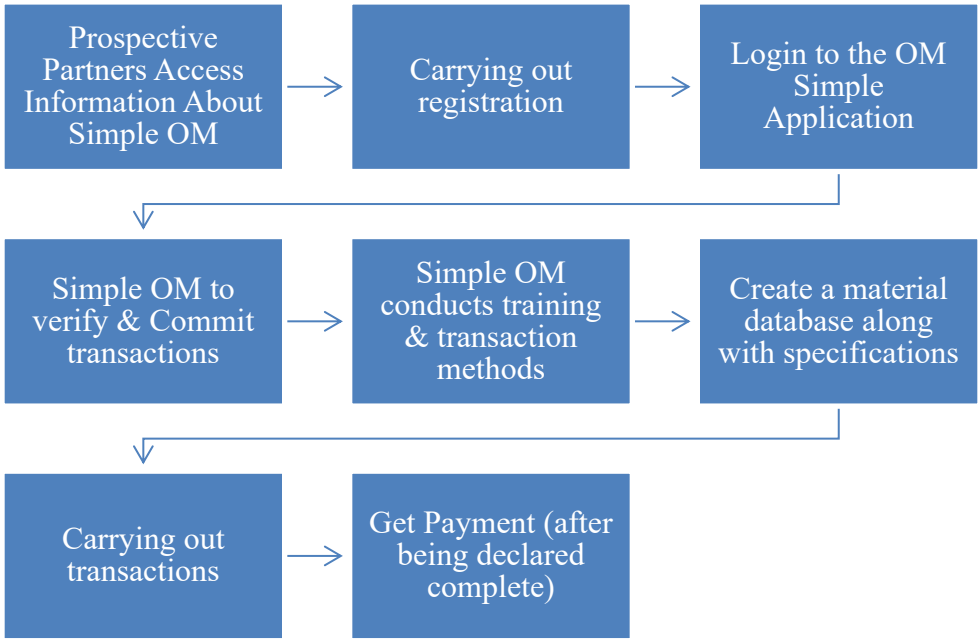

Figure 2 Simple Operation *Design* Process for Partner Side Tie OM

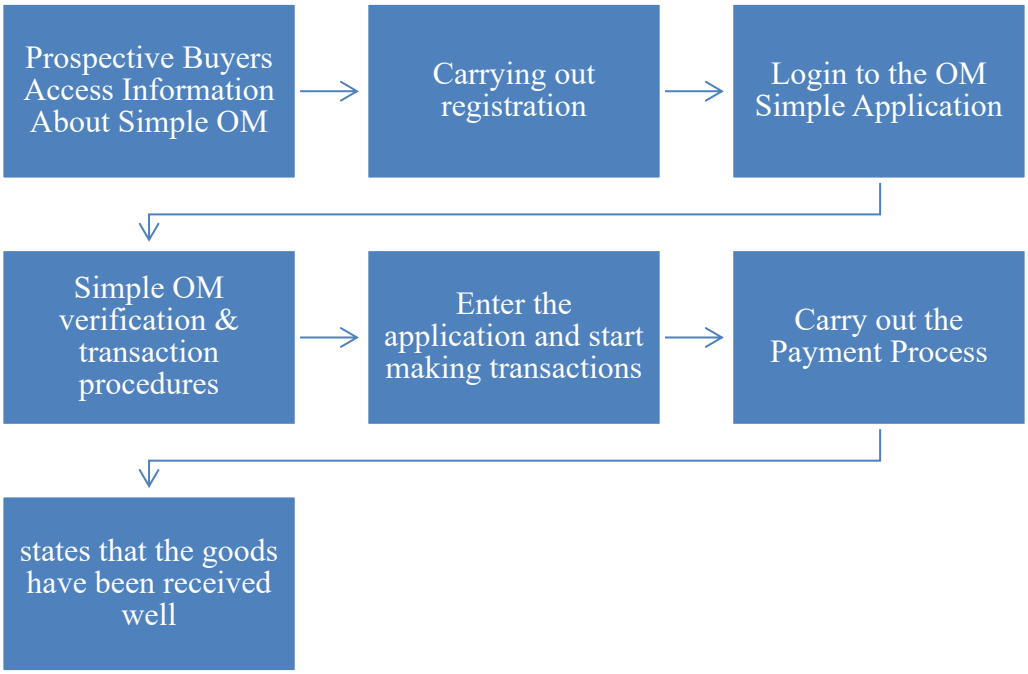

Figure 3 Simple Operation *Design* Process for Buyer Side Tie OM

The following is work schedule product in the making application Simple OMG .

No	Product Application Development Timeline	Time (Month)					
		3	4	5	6	7	8

1	Server Preparation (Dev Ops)	
2	Product Design (UI/UX)	
3	Development API (End Developer)	
4	User View (Front End Developer) Android-Web	
5	Feature Testing	
6	Product Mass Production	

Table 3 Simple OM Application Development Schedule

On phase development product the team technology development use several tools and programming languages, Simple OM will maximize *free tools* for reducing production costs and maximizing product quality, including: following:

a. Preparation in provision servers that is use service CloudHost because the price given is much more competitive compared to the product outside country Which already famous.
b. FIGMA: Application that has the function of designing the appearance of an application, this application is *open source based* so it does not require any costs more in make display design application.
c. *Visual Studio Code* : Application *freeware* For *code* editor, in matter This Simple OM determine the standard programming language in the application, namely usingLanguage Programming PHP Based *Codeigniter* And JavaScript Frameworks NodeJS.
d. *Databases Postgree* : *Databases* This have *performance* Which Enough Good And Enough fast in data speed *performance* . Currently the database is still deep condition *free* because of the community who develops product the.
e. Gitlab: This application is a free application that is provided in *delivering* something *update* or *publish code* into the application which can be done automatically so that makes it easier in Leads Developer arrange para developers For update something *code* structurally . _

In the initial stages, focus on developing main features that are reliable and easy used, However on step furthermore will developed a number of product And featurenew. These features among them as follows.

Layout and Service Flow

Figure 4 OM Simple Product Flow

On picture 4 explain How Genre service in a way line big For access Simple OM Web *platform* . That is, *the user* will download the application via *Playstore* after that will carry out complete registration. Furthermore If if the company wants to consult then use the *Live Chat feature* For see interaction on appearance application .

Figure 5 Welcome Screen Display Features

The display above is a welcome screen & Register Screen. on the Simple OM mobile application in viewing information Which has provided as well as *dashboards.*

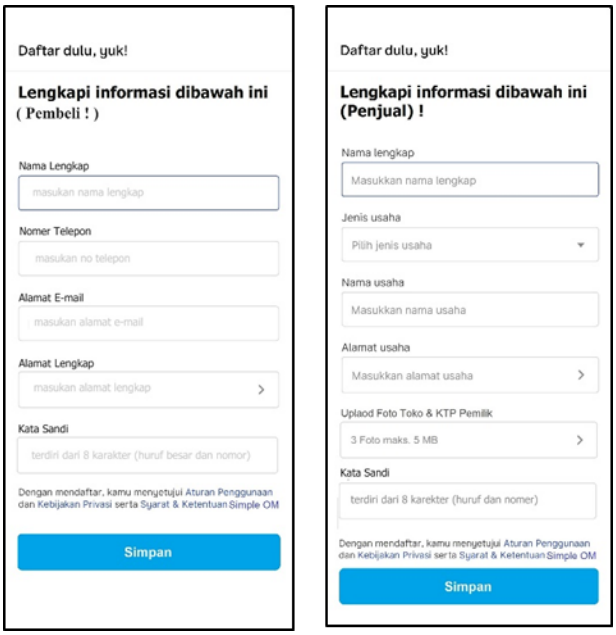

Figure 6 Register Screen Display Feature

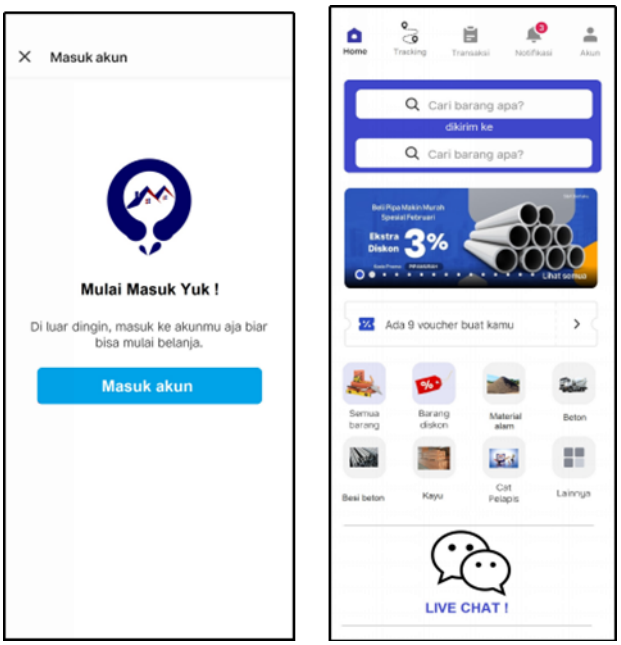

Figure 7 UI Display Features

Figure 8 Chatbot Display Features

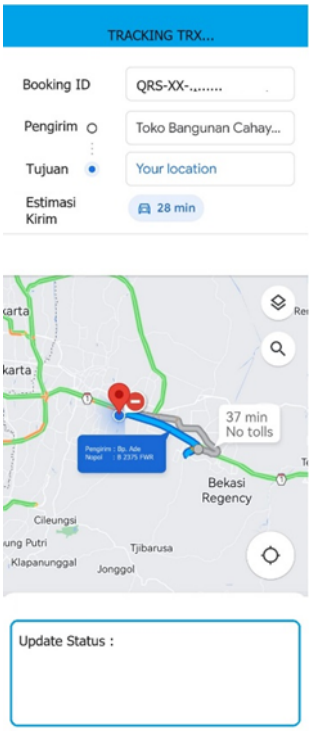

Figure 9 Delivery Tracking

Layouts from Simple OM is decider need in use room in a way detailed with notice a number of factors practical To use expeditecarrying out work efficiently. Simple OM applies the *open space concept* which isa shared space and used for doing work, organizing ways work, conduct research, and seek new innovations and aim to facilitate growth as well as development para worker in do his work so that Candevelop network And produce ideas new. Productivity Work can resulting from employee comfort and satisfaction, the spatial planning must be prepared customized based on Genre work. By general *layout* Simple OM There is as following:

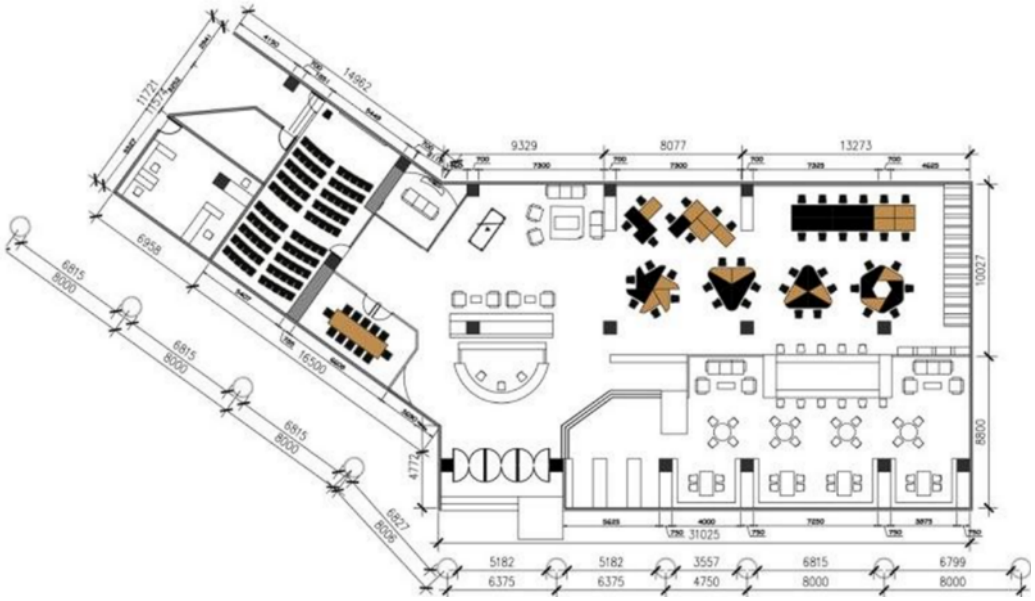

Figure 10 Simple OM layout

Information :

1. R01 : General *Workspace*
2. R02 : *Workspace* & Cafe (and toilet area)
3. R03 : General Meeting Area
4. R04 : CEO's room
5. R05 : Sales Marketing Room, Editing & Photo Studio
6. R06 : Finance Room
7. R07 : Server Room

Process Technology

As a business operating in the technology sector, technology plays a big role in carrying out business operations. Simple OM utilizes various technologies Which separate

and integrated become One unified system.

By comparing several suppliers in providing cloud servers, Simple OMhas 4 choices including Google Cloud, Amazon, Azure and IDCloudHost. Witha number of consideration Simple OM choose service cloudhost local Indonesia. Because ownService Level Agreement reaches 99% and can provide consultation to parties Simple OM so that makes it easier in communication cooperation in period time Which long.

The following is the Cloudhost Architectural Technology Design in providing services given server

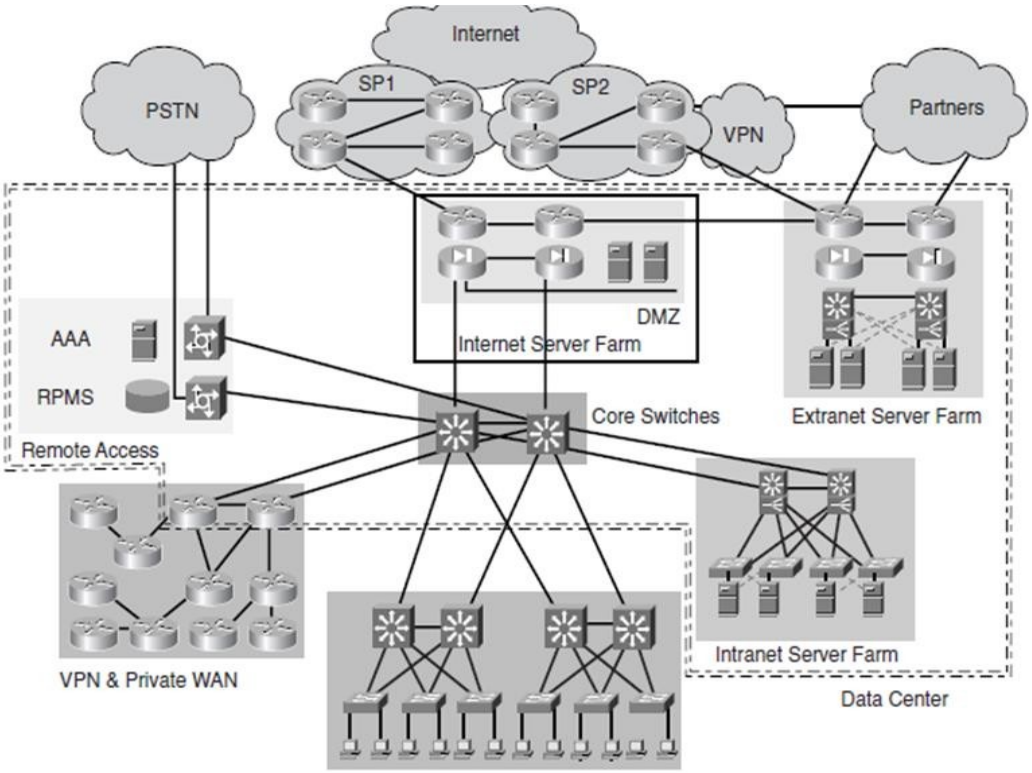

Figure 11 Simple OM System Technology Architecture

Simple OM architecture is designed to meet long-term needs and scalability long, Where every the process can redundancy For can fulfil traffic application use. The system in Simple OM is divided into several processes separated, so that easy in making, repair And monitoring system. Following a number of technology used in architecture the.

1. Cloud Computing

Simple OM own Lots service Which require each other connected One The same other. Matter Which Can done is with build system computing *cloud* based . With use infrastructure based *cloud* make company Noneed to spend a lot of money to invest in hardware, facilities or build center data For grow business company. Solution based*The*

cloud is also ideal for businesses with growing *bandwidth demands and* fluctuates. If demands business increase, can with easy increase capacity without must invest in infrastructure. Scalability This very suitable for SIMPEL OM operates in the *online industry* , where business demands are always changing according to current *trends* . *Cloud computing* services used SIMPLE OM is Cloud Servers IdCloudHost.

2. **VPC**

   VPC is *platforms* For develop And manage *Application Programming Interfaces* (FIRE). Apigee used as *proxies* For backend applicationSimple OM, where apigee will manage *traffic requests* from *mobile applications* to system *backend* Simple OM. Apart from that, *apigee* also provides security, restrictions *traffic* , quota And analytic.

3. **NGINX**

   NGINX is *opensource software* used to automate and manage Genre data between system. Profit use application accountancy This simple OM makes it possible to retrieve data from various data sources and movement the data can be controlled in a way *realtime* .

4. **SNS**

   SNS is a distributed *platform* for data streaming which is a tool big data which is designed to perform computing and data analysis quickly. With integrate source data user, transaction And activity application (*logging*), so that it can be managed and analyzed into patterns or information new which is useful for developing a Simple OM business.

5. **Payment Gateways**

   Simpel OM temporarily only accepts payments by transfer or Virtual account. And in the future, Simpel OM will collaborate with third parties with eWallets such as Funds, OVO and GoPay.

6. **Microservices**

   Simple OM divides applications into smaller, mutually exclusive services connected. Microservices will enable every feature within the application to be capable experience its development Alone. Microservices often used by on *system* product Which own scale Which big, complexity And transfer *rates* which verybig. architectural design to create an application consisting of various units service separately But still connected to each other. Every units service in application These perform different functions, but still support each other. Benefit main in use microservices is so that team developers able to develop application in a way fast by creating components from Applications run independently so they can meet business needs Keep going continuously changed.

7. **Language Programming**

   In process development product, Simple OM will standardize in uniformity Programming language. The goal is to adapt to existing technology to use and easy to control the standard functions used. These include using the Java Script programming language, Node JS, PHP, Java, XML, HTML, CSS, Boostrap.

8. Databases

For support big data Which will enter And managed by SIMPLE OM that is is Databases. A database is a structured data storage place so that it can processed and analyzed continuously and can be developed into technology A.I (*Artificial intelligence*). In matter This Simple OM will set use PostgreeSQL in data storage, arguing that this product is wrong One databases *open source* And have *performance* Which Good And ownspeed in data retrieval.

Delivery Of Operations

A. Service Blue Print

Simple OM is a material order management information system that makes things easier access orders for delivery via digital technology. In this *eCommerce* business, Simpel OM tries to provide a solution for customers who have limited time to look for materials by providing various types of material stores that offer various kinds of materials that they sell, and of course customers can easily find the materials they are looking for according to their needs. the specifications they want without having to waste time and without having to bother bidding because the "Simple OM" *eCommerce* displays materials at very competitive prices quickly and easily, and minimizes the risk of loss in accordance with the Lean Canvas Model in the unique value proposition section, we using Service Blue Print. The following is an image of the service blue print diagram that takes place at Simpel OM as follows.

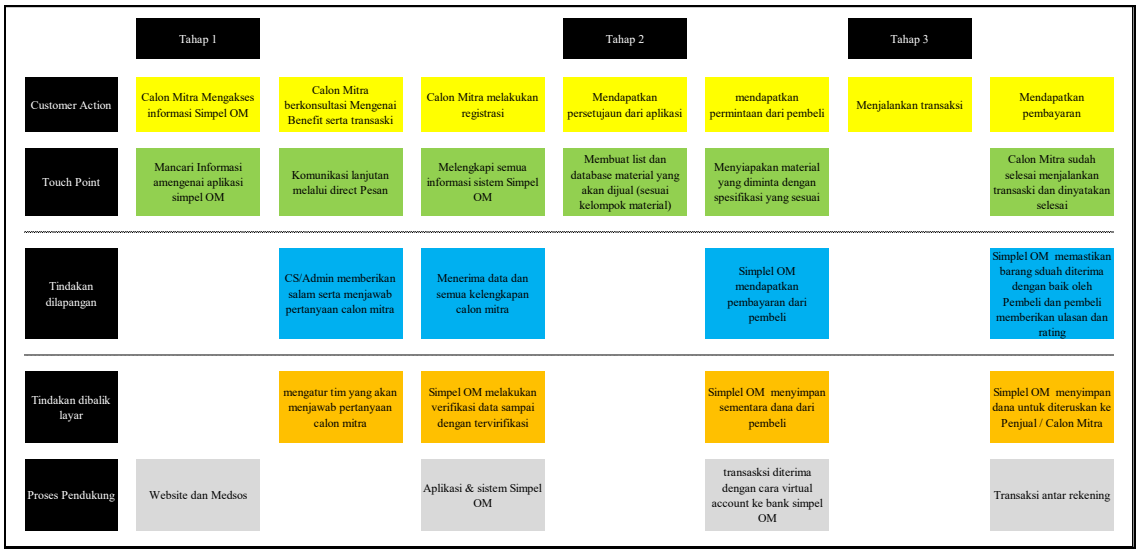

Figure 12 *Blue Print Service* for Prospective Partners

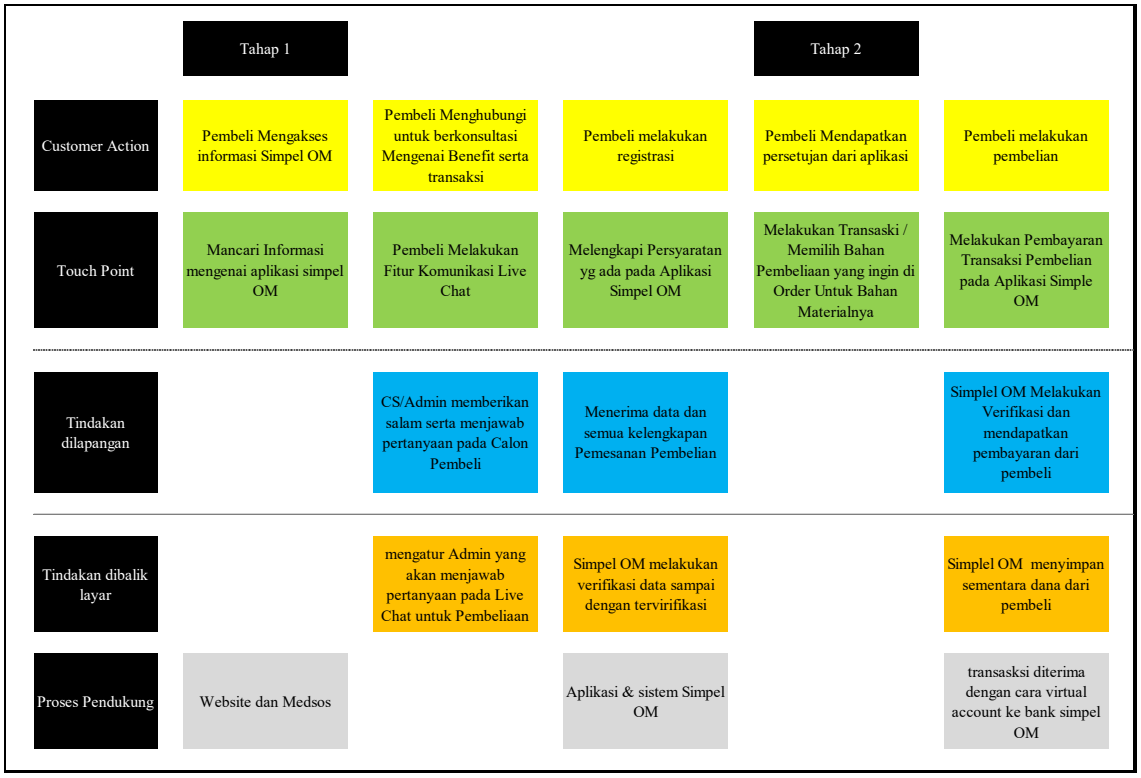

Figure 13 Prospective Buyer *Blue Print Service*

B. Supply Chain Management

1. Application Infrastructure

Simple OM will start collaborating with several partners after business licensing processing is complete and the system developed is ready to enter at the production stage. The partners who will collaborate with Simpel OM for the first time are provider service *Cloud Computing* that is IdCloudHost. In the service *cloud Computing* has various features available that can support business activities in the company. Such as storage media (*storage*), virtual computers (*virtual machine*), database infrastructure, application services, mail servers and others. Simple OM chose IdCloudHost because it is a local company and already has several customer Which Enough Lots. So that Simple OM can do cooperation in use service the. And price Which given Enough competitive compared towith other products.

2. Provider Internet

The Internet is a global system of all interconnected computer networksconnected to one another. Technology is increasingly developing lately Many people in the world already have very close relationships with others it's called the internet. It could even be said that humans cannot be separated from the internet. The internet is often used to make it easier for us to communicate and search information and many others. The

Internet is a link for communication between employees, consumers, sellers and other business partners. Simple OM will use provider service Internet from IndiHome.

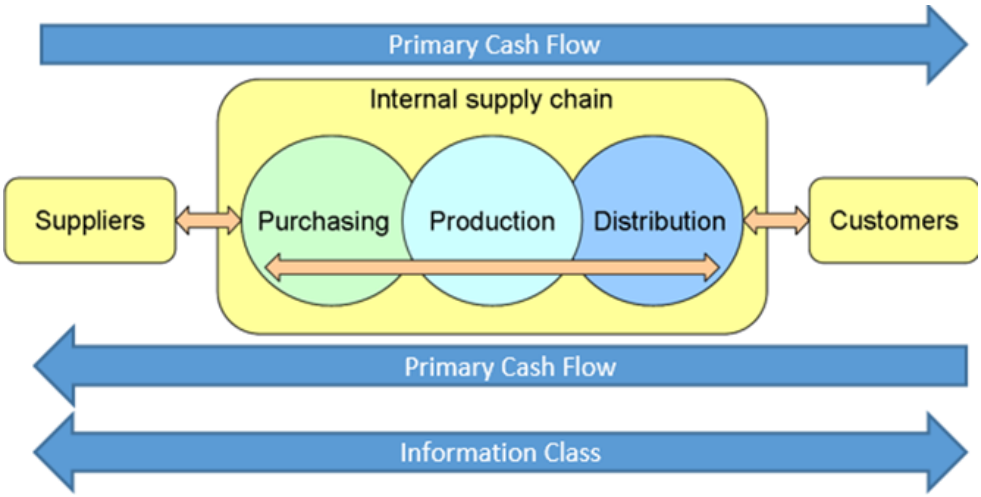

Figure 14 Simple OM Supply Chain Management

CONCLUSION

good operational planning , companies can carry out in-depth analysis and evaluation of new business opportunities or investment projects. This is certainly very helpful in assessing investment feasibility, market growth potential, income potential and related risks. Income from investing in the Simple OM business begins to be obtained in the third year, where the first year is introduction and the second year

The importance of operational planning in determining the continuity of a company and the success of operational planning cannot be separated from the role of various parties in a company.

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