
BUSINESS PLAN DEVELOPMENT FOR E-COMMERCE PLATFORMS WWW.ADVENTURESTOCK.COM

***¹Raja Agus Lukasta Sembiring, ²Pefriyadi, ³Yasinta Aprilia Sembiring**

^{*1,2}Institut Agama Islam Negeri Curup

³Universitas Islam Negeri Fatmaati Sukarno Bengkulu

Email: ^{*1}rajaagus@iaincurup.ac.id, ²perfriyadi@iaincurup.ac.id,
³yasintaapriliasembiring21@gmail.com

Abstract

The e-commerce platform business is experiencing rapid growth along with the development of the information technology era. With the increase in the number of middle-class people in Indonesia who use smartphones and access the internet for online shopping purposes. Data from the Ministry of Tourism of the Republic of Indonesia states that there is an increase in the number of domestic tourists. The trend of the younger generation who like outdoor activities such as traveling and adventuring. All of these opportunities were realized by the author into a business plan for the e-commerce platform www.Adventure-Stock.com. The business plan aims to produce an e-commerce platform www.Adventure-Stock.com. The method used in the formulation of this business plan is to use the e-commerce platform business observation method and outdoor activity equipment product stores. The focus group method aims to understand the needs, and desires, and obtain suggestions about the e-commerce platform. Suggestions from FGD participants are used to improve the e-commerce platform www.Adventure-Stock.com. The result of the business plan is an e-commerce platform www.Adventure-Stock.com that sells traveling and adventuring equipment products.

Keywords: Business Plan, Business Model, Adventure-Stock

Abstrak

Bisnis platform e-commerce sedang mengalami perkembangan yang sangat pesat seiring dengan perkembangan jaman teknologi informatika. Dengan peningkatan jumlah masyarakat ekonomi kelas menengah di Indonesia yang menggunakan smartphone dan mengakses internet untuk keperluan berbelanja daring. Data dari kementerian pariwisata Republik Indonesia menyatakan terjadi peningkatan jumlah wisatawan domestik. Tren generasi muda yang menyukai aktivitas outdoor seperti travelling dan adventuring. Semua peluang tersebut diwujudkan penulis menjadi sebuah rencana bisnis platform e-commerce www.Adventure-Stock.com. Rencana bisnis bertujuan menghasilkan platform e-commerce www.Adventure-Stock.com. Metode yang digunakan dalam perumusan rencana bisnis ini adalah dengan menggunakan metode observasi bisnis platform e-commerce dan toko produk perlengkapan aktivitas outdoor. Metode kelompok diskusi fokus bertujuan untuk memahami kebutuhan, keinginan, dan memperoleh saran tentang platform e-commerce. Saran dari peserta FGD digunakan untuk memperbaiki platform e-commerce www.Adventure-Stock.com. Hasil dari rencana bisnis adalah platform e-commerce www.Adventure-Stock.com yang menjual produk perlengkapan travelling dan adventuring.

Kata kunci: Rencana Bisnis, Model Bisnis, Adventure-Stock

Introduction

The increase in per capita income in Indonesia opens up great opportunities for various economic sectors, including the tourism industry and creative economy. Data from the Ministry of Tourism and

Creative Economy (2016) shows that the number of domestic tourist trips has increased significantly between 2009 and 2013 (Gyenge et al., 2021). This increase provides promising business opportunities, one of which is *e-commerce* platforms such as www.Adventure-Stock.com, which capitalizes on the collectivist culture of Indonesian society, such as *netizen*, *traveler*, and *adventurer* groups. In addition, the development of information technology in Indonesia is a major driving factor in supporting the development of online-based businesses. Based on a report from the United States Census Bureau-Internet World Stats (2015), the number of Internet users in Indonesia in 2015 reached 78 million, with a penetration rate of 30.5%. This data shows a great opportunity for *e-commerce* businesses to integrate technology into their operations. Furthermore, according to the Association of Indonesian Internet Service Users (APJII) in 2012, internet users in Indonesia are dominated by the younger generation aged between 12 to 34 years old, which is the main target of businesses such as www.Adventure-Stock.com.

Given the huge market potential and the dominance of the younger generation in internet usage, www.Adventure-Stock.com is designed to be a platform that provides the needs of *travelers* and *adventurers*. By utilizing the sophistication of information technology, the platform is expected to offer added value and become a solution to market needs. However, to ensure the sustainability of this business, a systematic, complete business plan is required, which meets the criteria of business feasibility. To understand the business opportunities and challenges of www.Adventure-Stock.com, a relevant theoretical foundation in the field of business and marketing is required. Some of the following theories are the basis for strategic analysis that can support decision-making and business development of this platform. Digital Marketing Strategy Theory as expressed by Chaffey and Ellis-Chadwick provides an important framework for utilizing digital technology to improve interactions with customers (Jeong et al., 2022). In the context of www.Adventure-Stock.com, digital marketing is a very relevant approach, given that the operational base of this platform is online. Strategies such as social media optimization, *search engine optimization* (SEO), and online advertising can be used to effectively reach the target market. With the ever-increasing internet penetration in Indonesia, this platform has a great opportunity to expand its audience through innovative digital approaches.

In addition, Zimmerer and Scarborough's Theory of Business Feasibility (Feasibility Study) emphasizes the importance of evaluating a business from four main elements: market, operational, financial, and technical feasibility (Prajapati et al., 2022). In the case of www.Adventure-Stock.com, the market feasibility analysis includes an assessment of the younger generation's interest in travel and adventure services. Operational aspects include the platform's ability to provide efficient and reliable services, while financial feasibility includes an analysis of investment, revenue projections, and profit potential. Finally, the technical aspect involves the platform's ability to function optimally using digital technology. A thorough evaluation of these elements will help determine the platform's potential success in facing market challenges. Hofstede's theory of Collectivism and Consumer Culture is also an important foundation for understanding Indonesian market behavior. As a society with a collectivist culture, consumers in Indonesia tend to prioritize groups or communities in decision-making (Jahwae et al., 2021). This is relevant to the services offered by www.Adventure-Stock.com, which supports group activities such as group travel and collective adventures. By facilitating interaction within online communities, the platform can capitalize on this collectivist tendency to strengthen user loyalty and increase engagement.

Finally, the Digital Consumer Behavior Theory by Kotler and Keller guides how to understand and appeal to tech-connected consumers (Hu & Xu, 2022). The younger generation, as the main target of www.Adventure-Stock.com, is highly influenced by the platform's ease of access, engaging user

experience, and level of interactivity. By paying attention to these factors, platforms can design intuitive interfaces, provide personalized features, and create satisfying user experiences to attract and retain users. With this theoretical foundation, www.Adventure-Stock.com has a strong guide to analyze the opportunities and challenges it faces. The application of these theories in business strategy will help the platform optimize its potential in the market while overcoming obstacles that may arise in the future.

As a technology-based platform that focuses on the needs of travelers and adventurers, www.Adventure-Stock.com has several great opportunities that can be leveraged to achieve business success. One of the key opportunities is the growth of the tourism industry in Indonesia. Data shows an increase in the number of domestic tourist trips from year to year, reflecting people's enthusiasm for leisure and adventure activities. This trend opens up opportunities for www.Adventure-Stock.com to provide various travel support services, such as information on popular destinations, adventure gear, and travel guides tailored to individual preferences. By capitalizing on this momentum, the platform can become a key partner in travelers' journeys. In addition, the dominance of the younger generation in internet usage is another strategic opportunity. Young people aged 13-34 are not only active internet users but also a group that tends to be open to new experiences, including travel and adventure. With the right digital marketing strategies, such as the use of social media and community-based applications, www.Adventure-Stock.com can build strong relationships with this segment. Interactions established through online platforms also enable the creation of communities that support user loyalty.

The advancement of digital technology is an important asset for the operation of this platform. The growing digital infrastructure, including increased internet access in various regions, supports the sustainability of online-based services. Technologies such as cloud computing, artificial intelligence, and data analytics can be integrated to improve user experience. For example, the use of AI can provide more relevant destination recommendations, while data analytics help platforms understand user preferences and behavior for better service development. Another important opportunity is the lack of local competitors in this market. While the e-commerce sector in Indonesia is growing rapidly, the number of platforms specifically catering to the needs of travelers and adventurers is still very limited. This creates a market gap that www.Adventure-Stock.com can fill by providing specific and unique services. With a strong differentiation strategy, the platform can strengthen its position as a market leader in this segment, overcoming global competition by offering value that is relevant and suited to local market needs.

By capitalizing on these opportunities, www.Adventure-Stock.com has great potential to become a platform that is not only financially successful but also relevant and useful to users in Indonesia. Innovative strategies and a focus on competitive advantage are key to realizing this potential. While www.Adventure-Stock.com has great potential to thrive in the Indonesian e-commerce market, the business is also faced with several threats that need to be anticipated. One of the main challenges is global competition. International platforms such as Airbnb, Expedia, and TripAdvisor have advantages in terms of abundant resources, advanced technology, and wider market reach. These competitors not only offer similar services but also have a globally established reputation, posing a direct challenge for local businesses to compete for users' attention.

In addition, digital infrastructure constraints in certain areas are also an obstacle to expanding service coverage. While internet penetration in Indonesia continues to increase, there are still areas with limited internet access, especially in rural and remote areas. This condition limits the platform's ability to effectively reach the entire target market and creates a gap in access to the services that can be offered. Changes in consumer behavior also pose a significant threat. The younger generation, who are the main target market of www.Adventure-Stock.com, is characterized by dynamic and rapidly changing

preferences. Lifestyle trends, technology, and needs can shift rapidly, so platforms must constantly innovate and adapt to remain relevant in the eyes of consumers. Failure to understand and respond to these changes can lead to losing competitiveness in a competitive market.

Finally, government regulations and policies are often a challenge for technology-based businesses. Regulations such as e-commerce taxes, personal data protection rules, and digital trade policies can be an additional burden for platforms to manage (Supriandi & Iskandar, 2022). These regulatory complexities not only require operational adaptations but also extra efforts to ensure compliance with applicable laws without compromising business efficiency (Laudon & Traver, 2020). By understanding and anticipating these threats, www.Adventure-Stock.com can develop appropriate mitigation strategies, such as innovating sustainably, building strategic partnerships, and strengthening competitive advantages to deal with changing market dynamics. To ensure the success of www.Adventure-Stock.com as an IT-based e-commerce platform that supports the needs of travelers and adventurers, a business plan is needed that includes five key components: market segmentation, value proposition, marketing strategy, financial analysis, and product innovation.

Market segmentation is the first step in understanding the specific target users. The main focus of the platform is young people aged 13-34 who are active in digital activities. This generation is known to be the internet users who interact the most with technology, making them an ideal audience for an online-based platform. In addition, this group has a keen interest in traveling and adventure activities and tends to engage in online communities to share experiences and seek inspiration. With this understanding, www.Adventure-Stock.com can design products and services that suit their needs. Furthermore, the value proposition becomes a key element to attract and maintain user loyalty. www.Adventure-Stock.com offers easy access for its users through an intuitive and user-friendly interface. The platform also provides personalized destination recommendations based on user preferences, thus providing a relevant and satisfying experience. In addition, www.Adventure-Stock.com integrates online community features, allowing users to share travel experiences, tips, and reviews. This creates an interaction-based ecosystem that strengthens user engagement.

In terms of marketing strategy, the platform utilizes various digital channels to reach the audience more effectively. Social media is the main tool to communicate with the target market, given that the younger generation are active users of social media. Engaging in digital campaigns, such as promotional videos, educational content, and user reviews, can increase brand awareness (Wang et al., 2021). Collaboration with influencers in the tourism sector is also a strategic step to expand market reach. Influencers with a relevant follower base can help promote the platform authentically and engagingly. In addition, an in-depth financial analysis is required to ensure business sustainability. Developing revenue projections based on market potential, user conversion rates, and the business model being implemented is the first step (Nosratabadi et al., 2020). The platform also needs to plan expenses that cover technology development, marketing, and operations. With proper analysis, www.Adventure-Stock.com can determine realistic profit levels and investment needs to achieve its business goals.

The last component is product innovation, which is a key differentiator and attraction. The platform can develop advanced features such as virtual reality (VR)-based travel guides, which allow users to virtually explore a destination before visiting it. In addition, the use of artificial intelligence (AI) to provide personalized recommendations based on user preferences is a competitive advantage. Integration with digital payment platforms is also important to increase user convenience in transactions. By strategically integrating these five components, www.Adventure-Stock.com has a great opportunity to become a successful and relevant e-commerce platform in the Indonesian market. Careful planning, focus on market needs, and continuous innovation will be the keys to success in facing

competition and meeting user expectations.

This research provides valuable guidance for entrepreneurs in developing technology-based businesses. With a systematic business plan and in-depth feasibility analysis, entrepreneurs can understand the opportunities and challenges. In addition, the platform is expected to contribute to the growth of the digital economy in Indonesia, while supporting the development of the tourism industry and creative economy. www.Adventure-Stock.com has great potential to develop into an innovative and relevant e-commerce platform. By taking advantage of opportunities from the development of digital technology, the dominance of the younger generation in internet usage, and the increasing interest in traveling activities, this business can be a solution that answers market needs. However, to face challenges such as global competition and changing consumer behavior, innovation and adaptation are key. This research is not only a guide for businesses, but also a strategic step in supporting the digital business ecosystem in Indonesia.

Research Methods

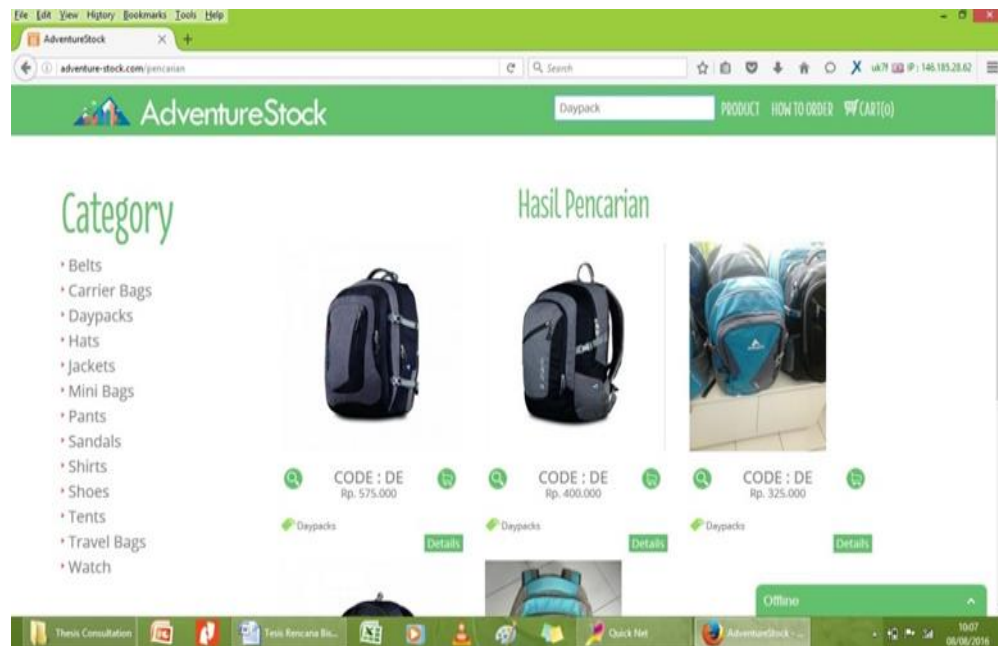
Business organization level analysis by observing e-commerce platforms and physical outdoor equipment stores to be adapted into inspiration www.Adventure-Stock.com. Individual-level analysis was conducted on focus group discussion participants. Primary data was sourced from observations at Bukalapak.com and Eiger Adventure Store Yogyakarta, and discussions with students aged 22-28 years who like adventuring and traveling activities. Secondary data is sourced from the internet in the form of data on internet users in Indonesia, the number of domestic tourists, and scientific journals on e-commerce. Primary data collection methods are focus group discussion and observation. Secondary data collection methods are carried out by searching and interpreting data. Focus group discussion aims to obtain data on needs, desires, and suggestions. Observation aims to find references from Bukalapak.com and Eiger Adventure Store Yogyakarta to become a business www.Adventure-Stock.com.

Results and Discussion

Based on the focus group discussion session 1, data was obtained. First, providing product types such as belts, carrier bags, daypacks, gloves, hats, jackets, long pants, sandals, shirts, shoes, and torch lights. Second, brand references such as Eiger, Rei, Outdoor Pro, and Tokopedia.com. Third, store locations that are easy to reach. Fourth, 2/7 participants have bought outdoor products at online stores. Fifth, credible websites such as Tokopedia.com, Bukalapak.com, and OLX.com. Sixth, online stores are chosen because of lower prices, alternative product searches, better quality, price surveys, product variations, and, time efficiency. The results of observations of similar businesses at Bukalapak.com and Eiger Adventure Store Yogyakarta are used to become a business reference www.Adventure-Stock.com.

The vision of www.Adventure-Stock.com is to be the largest e-commerce adventuring and traveling in Indonesia. The mission is to be a popular e-commerce that sells traveling and adventuring products in Indonesia. The strategic goal is to be the most popular e-commerce platform for traveling and adventuring products in Indonesia by 2017. The business www.Adventure-Stock.com still has opportunities due to the increasing number of Indonesian internet users, dominated by the younger generation between 13 - 34 years old, who like traveling and adventuring activities, and the limited number of businesses that sell traveling and adventuring products online. The customer segment of www.Adventure-Stock.com is internet users, especially middle to upper-middle-class young people who like outdoor activities such as traveling and adventuring in Indonesia. The position to be achieved is to become the most popular e-commerce specializing in traveling and adventuring products in Indonesia in 2017. Products and prices can be viewed by accessing www.Adventure-Stock.com.

Promotion of www.Adventure-Stock.com's traveling and adventuring products is done by advertising on social media, traveler communities, and adventurer communities. The following is the result of the www.Adventure-Stock.com business plan which has a layout design and product shopping cart.



View of www.Adventure-Stock.com

The strategic office and warehouse location of the e-commerce platform www.Adventure-Stock.com is in the city of Yogyakarta. The location on Jl. Timoho, Yogyakarta city is a strategic location located in the city center, close to the PT Pos Indonesia office. The supply chain management of www.Adventure-Stock.com is carried out by squirrel and warehousing operators who cooperate with several outdoor product sellers. When a customer places a product order, the packaging and shipping operator will pack the product, and deliver the ordered product to the city of Yogyakarta and its surroundings, and send it through package delivery agents such as the Post Office, Titipan Kilat (TIKI), or JNE. The www.Adventure-Stock.com business determines the schedule of working hours and determines the schedule for maintaining computer servers.

The www.Adventure-Stock.com business requires employees with job descriptions, namely: computer operators and customer service, supply and warehousing operators, and packaging and shipping operators. The recruitment will be publicized through advertisements in local newspapers and advertisements on the website for a week. The recruitment phase will recruit four employees with three different job descriptions. Skill testing according to the job descriptions. Personality selection of prospective employees is carried out by interview by the owner of www.Adventure-Stock.com. Training and development of employee skills is adjusted to the job description, in the form of practical skills to improve performance. Employee personality training and development is carried out with sharing sessions and family gatherings. Performance assessment of employees is carried out using a balanced scorecard and refers to key performance indicators. Compensation provided to employees is in the form of basic salary, and rewards are in the form of bonuses in the form of money for extra performance and dedication.

www.Adventure-Stock.com 's business success depends not only on marketing strategies and services offered but also on effective human resource management. To support the platform's operations, it requires employees with three main job descriptions: computer and customer service operators, supply and warehousing operators, and packaging and shipping operators. These three

positions are designed to ensure a smooth work process from customer interaction to product delivery. The recruitment process begins with the publication of job vacancies through local print media and online platforms. These advertisements will be published for one week to attract the attention of prospective employees who meet the criteria. After that, the selection stage begins by assessing the candidate's technical skills according to the job description applied for. For example, for computer operator and customer service positions, testing includes the ability to use relevant software as well as communication skills. For supply and warehousing operators, testing focuses more on stock management and warehouse operational efficiency, while packaging and shipping operators are tested in terms of the speed and accuracy of the packaging process.

In addition to technical skills, personality screening is also an important part of the hiring process. In-depth interviews are conducted by the owners of www.Adventure-Stock.com to understand the candidate's character, work attitude, and value fit with the company culture. This approach ensures that the recruited employees are not only technically competent but also have integrity and adaptability in a dynamic work environment. Once the selection process is complete, selected employees will undergo training and skills development tailored to their respective job descriptions (Haji, 2021). The training is designed to equip employees with practical skills, such as the use of specific software, logistics management, and efficient packaging standards. In addition to technical training, personality development is also carried out through sharing sessions and family gathering programs, which aim to strengthen relationships between team members and create a conducive and collaborative work environment (Joseph, 2023).

Employee performance assessment is conducted periodically using the balanced scorecard method that refers to key performance indicators (KPIs). These indicators cover various aspects such as productivity, punctuality, service quality, and contribution to company goals. With this approach, performance evaluation becomes more objective and provides a comprehensive picture of employee achievements (Helmy Mohamad et al., 2022). As a form of appreciation, the company provides compensation that includes a competitive base salary and bonuses for extra performance and outstanding dedication. This reward system is designed to motivate employees to continue to give their best while strengthening their loyalty to the company. Effective people management is a key element in supporting www.Adventure-Stock.com's vision to become the leading e-commerce platform in the traveler and adventurer segment. By recruiting, training, and retaining quality employees, the company can ensure optimal operations while creating a satisfying customer experience. This strategy also helps build a healthy work culture, where each individual feels valued and contributes to the collective success.

Conclusion

The conclusion of the business-related research of www.Adventure-Stock.com shows that the platform has a great opportunity to become the leading e-commerce in the traveling and adventure segment in Indonesia. Focus group discussion (FGD) results identified customers' need for quality outdoor products, preference for well-known brands such as Eiger and Rei, and the importance of store location accessibility. In addition, consumers' preference for online stores, especially for reasons of lower prices, product variety, and time efficiency, is a great opportunity that can be utilized by www.Adventure-Stock.com to expand the market. The vision to become the largest e-commerce in traveling and adventure in Indonesia, with a clear mission and strategic goals, supports the direction of this business development. Marketing strategies involving social media, traveler and adventurer communities are also considered effective to reach the main market segment, which is the digitally active young generation. Operational management, including strategic office location in Yogyakarta,

supply chain management system, and reliable delivery methods, support the smooth running of the business.

On the other hand, human resource management is a crucial element in the success of www.Adventure-Stock.com. Targeted recruitment, technical skills training, personality development through sharing sessions and family gathering programs, and a balanced scorecard-based performance appraisal system ensure a competent and motivated team. Fair compensation and reward systems also strengthen employee loyalty to the company. Overall, www.Adventure-Stock.com has the potential to become the leading e-commerce platform in Indonesia by capitalizing on opportunities from the growth of internet users, online shopping preferences, and the lack of local competitors in this sector. With a structured business strategy, relevant product innovation, and optimal HR management, the business can achieve its vision and mission and provide a satisfying customer experience.

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