

## TABLE OF CONTENTS

THESIS APPROVAL .....	ii
VALIDATION OF PASSING THE EXAM .....	iii
STATEMENT OF ORIGINALITY .....	iv
ABSTRACT .....	v
ABSTRAK .....	vi
PREFACE .....	vii
TABLE OF CONTENTS .....	ix
CHAPTER I: INTRODUCTION .....	1
1.1. Background .....	1
1.2. Problem Description .....	3
1.3. Research Objectives .....	5
1.4. Research Questions .....	5
CHAPTER II: THEORETICAL FRAMEWORK .....	7
2.1. Competitor analysis .....	7
2.2. PESTEL Analysis .....	7
2.3. TAM, SAM, SOM .....	7
2.4. Porter's 5 forces .....	8
CHAPTER III: METHODOLOGY .....	9
3.1. Research Methodology .....	9
3.2. Types of Data .....	9
3.2.1. Primary Data .....	9
3.2.1. Secondary Data .....	9
3.3. Data Collection .....	10
CHAPTER IV: RESULTS AND DISCUSSIONS .....	11
4.1. External Analysis .....	11
4.1.1. Macro Environmental Analysis .....	11
4.1.2. B2B & B2C .....	15
4.1.3. Industry analysis .....	18
4.1.4. Competitors Analysis .....	23
4.1.5. Chapter Summary .....	27

<b>4.2. Customer Analysis</b> .....	28
<b>4.2.1. Target Market</b> .....	28
<b>4.2.2. Consumer Buying Behavior</b> .....	29
<b>4.2.3. End-user Preference</b> .....	33
• <b>Preferred delivery &amp; payment methods</b> .....	35
<b>4.2.4. Market Size</b> .....	36
<b>4.2.5. Chapter Summary</b> .....	37
<b>4.3. Internal Analysis</b> .....	38
<b>4.3.1. Value Chain Analysis</b> .....	38
<b>4.3.2. Sales Channels</b> .....	47
<b>4.3.3. Challenges and Benefits of both business channels</b> .....	50
<b>4.3.4. SWOT Analysis</b> .....	52
<b>4.3.5. Segmentation, Targeting, &amp; Positioning</b> .....	54
<b>4.3.6. Financial Condition</b> .....	57
<b>4.3.7. Chapter Summary</b> .....	58
<b>4.4. Results &amp; Findings</b> .....	58
<b>4.4.1. Findings (Questionnaire)</b> .....	58
<b>4.4.2. Result</b> .....	65
<b>CHAPTER V: CLOSING</b> .....	74
<b>5.1. Recommendation</b> .....	74
<b>5.1.1. Business Channels</b> .....	74
<b>5.1.2. Approaching the consumers through digital marketing</b> .....	76
<b>5.2. Conclusion</b> .....	77
<b>5.3. Limitations</b> .....	78
<b>BILBIOGRAPHY</b> .....	79
<b>APPENDIX</b> .....	84