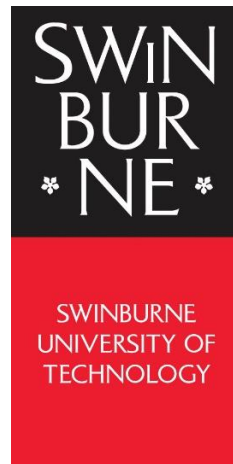


**Development of Business Plan and E-Commerce Website  
Prototype in Aged Care Garment Market for Ninniez**



Thesis

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**INFORMATICS JOINT DEGREE PROGRAM  
FACULTY OF ENGINEERING AND INFORMATICS  
UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG  
2024**

**Development of Business Plan and E-Commerce Website  
Prototype in Aged Care Garment Market for Ninneez**



Proposed to Fulfill one of the requirements to obtain the title of  
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## PREFACE

Many praises to The Almighty God, for His blessings and kindness had allowed the author with great pleasure and anticipation to present thesis titled **Development of Business Plan and E-Commerce Website Prototype in Aged Care Garment Market for Ninneezz**. This thesis was made as a requirement for attaining the degree of Sarjana Komputer (S.Kom) from Universitas Multimedia Nusantara.

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Realizing that this Thesis is far from perfect therefore, the author happily accepts any constructive criticisms and advice. Hopefully this thesis will be able to contribute as a source of information and inspiration for others.

Tangerang, 2 July 2024



Louis Peter Shonata

# **Pengembangan Rencana Bisnis dan Prototipe Situs Web E-Commerce dalam Pasar Pakaian Lansia untuk Ninneez**

Louis Peter Shonata

## **ABSTRAK**

*Ninneez merupakan startup baru yang didirikan di Queensland, Australia oleh Catherine McMaster dengan tujuan merevolusi pakaian medis yang nyaman bagi lansia dan dewasa yang memiliki kekurangan. Dalam proyek ini, Kelompok ditugaskan untuk membantu Ninneez mengembangkan rencana bisnis dan prototipe situs web yang telah dibahas dengan klien. Rencana bisnis dan prototipe situs web tersebut bertindak sebagai kerangka kerja bisnis yang dapat digunakan oleh Ninneez sebagai langkah pertama dalam menjalankan bisnis. Rencana bisnis mencakup informasi seperti riset pasar, strategi pemasaran, penetapan harga, analisis SWOT, serta risiko dan kontingensi yang mungkin terjadi. Prototipe situs web dibangun menggunakan WordPress dengan plugin e-commerce seperti SureCart dan tema kustom, menampilkan navigasi yang intuitif, elemen interaktif, serta alat manajemen penjualan yang kuat. Hal ini menjadi aset penting untuk meningkatkan pengalaman pengguna dan mendorong pertumbuhan bisnis. Kami juga menyediakan daftar video panduan pengguna untuk membantu klien dalam mengubah dan menghapus elemen atau fitur tertentu dari situs web. Kelompok berhasil memberikan hasil yang diharapkan berupa laporan rencana bisnis, prototipe situs web, dan video panduan pengguna sesuai dengan diskusi dalam pertemuan dengan klien.*

**Kata kunci:** *Bisnis Pakaian Medis, Laporan Rencana Bisnis, Ninneez, Situs Web E-commerce, SureCart.*

# **Development of Business Plan and E-Commerce Website Prototype in Aged Care Garment Market for Ninneez**

Louis Peter Shonata

## **ABSTRACT**

Ninneez, is a new start up business established in Queensland, Australia by Catherine McMaster with goal to revolutionize a comfortable medical garment for seniors and disabled adults. In this project, the group was assigned to help Ninneez to develop up the business plan and website prototype that were discussed with the client. The business plan and website prototype act as business framework that can be used by Ninneez as the first step of the running the business. The business plan consists of information such as market research, marketing and pricing strategies, SWOT analysis along with some risks and contingencies The prototype website was built using WordPress, e-commerce plugin such as SureCart, and custom theme, featuring intuitive navigation, interactive elements, and robust sales management tools, serves as a crucial asset for enhancing user experience and driving business growth. List of user guide videos also provided to guide client update and delete some elements or features from the website. The group was able to deliver the expected results in the form of a business plan report, website prototype and user manual videos as discussed with the clients on the client meetings.

**Keywords:** Business Plan Report, E-commerce Website, Medical Garment Business, Ninneez, SureCart.

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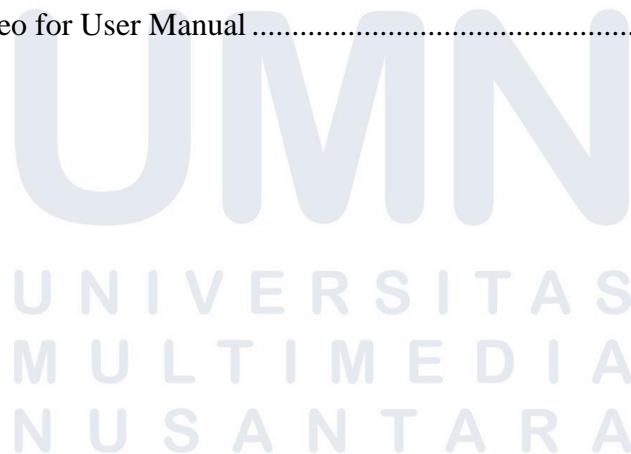
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