CHAPTER I INTRODUCTION

I.1. Problem Background

There are many kinds of business established together with the growth of internet. By using internet most of business case become a lot easier to handle. Business using internet or so we call e-business, leap most of the unnecessary processes which is usually has to be done in the past time. More or less, nowadays all people are in favor of e-business to run the business.

Main ideas of e-business are to make distance become insignificant especially in communications and management. Instant direct communication often made with internet connections even for the simplest case of the business. E-business is not just about exchanging information about goods and services between one company and customers and or with the suppliers. It is about using the Internet for the transfer of information between all entities which is related to the business.

Boardroom Table company is one of the leading companies of its kind. They manufacture table which is used for company's meeting room or boardroom. In the 90's, internet shows up offering new business system, online system. Many businesses doing a research on it, and eventually taking advantage of the new online system and for exception are the Boardroom Table.

It was considered late for BT Company to realize that e-business is actually the most important matter for growing the revenue. To apply the new system, BT needs to measure what are they lack of, and the solutions for implementing new system. Core intentions of applying e-business on BT system are to eliminate the late orders from the sales person, and implementing online purchase for the customers. With this online system, hopefully revenue increase will be at hand of the BT Company.

I.2. Problems Identification

Boardroom Table Company still use the old business system. Because of that, Boardroom Table Company can't increase their revenue and their performance can't be maximized. Based on the author thought, there is the problem that Boardroom Company has been struggle with:

- Boardroom Table still underestimates e-business
- Order took long time or late to arrive because only using sales person
- Probability of inaccurate orders
- Advertisement only using distributors and high-tech magazine instead of internet
- Competitor sales began to taking customers exceeds Boardroom Table sales because they implementing e-business system

I.3. Goals

The new e-business system will be major improvement that Boardroom Table Company will get in first place. With the new e-business support, company will get good outcome which eliminate any unnecessary business processes that happened before. Given that, with the new e-business system, company will get benefits in term of sales effectiveness and efficiency.

The expected goals:

- Give solution to Boardroom Table by designing *e-business* model in Boardroom Table Company using Savvion Process Modeler.
- Omit unnecessary business processes in the company.

I.4. Problem Boundaries

This academic report made for accomplishing the task that given to the author when study at Bond University. Writer only learns to use Savvion Process Modeler tools basically. This report is considered as study case which made by making diagram and for solution mainly through internet and websites as references, and writer's knowledge.

Although this report has completed, there are still some boundaries available to the fact which the writer explained:

- Only discuss about business processes in Boardroom Table Company
- Only discuss about problem that happen in Boardroom Table Company
- Writer doesn't explain about the coding for make the website
- The software that used for create the business processes model is Savvion Process Modeler