

# Evaluasi performa laporan keuangan dalam rangka meningkatkan cash conversion rate dan implementasi strategi pemasaran online pada UMKM Rapino Collection = Towards profit improvement business scenarios using marketing due diligence approach

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## Abstrak

Tesis ini membahas Evaluasi Performa Laporan Keuangan Dalam Rangka Meningkatkan Cash Conversion Rate dan Implementasi Strategi Pemasaran Online Pada UMKM Rapino Collection. Serangkaian wawancara dan proses business coaching terstruktur dilakukan dengan pemilik Rapino Collection, di Jakarta. Hasil dari wawancara terstruktur dianalisis dengan menggunakan STP, Marketing Mix, Business Model Canvas, SWOT, Porter's 5 Forces, Gap Analysis dan Pareto Analysis untuk sampai pada masalah yang paling penting untuk dipecahkan.

Temuan menunjukkan bahwa ada tiga masalah utama yang dihadapi UMKM yang dapat diperbaiki untuk meningkatkan kinerja UMKM, yaitu: 1) kurangnya saluran pemasaran, khususnya melalui media online; 2) Sulitnya pemilik melakukan penagihan piutang usaha yang membuat menurunnya performa keuangan; dan 3) belum dilakukannya analisis kesehatan keuangan sebagai patokan pengambilan keputusan. Business coaching ini diharapkan dapat membantu Rapino Collection di dalam meningkatkan kinerjanya.

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This thesis discusses about evaluation of financial report performance in order to increase cash conversion cycle and implementation of online marketing strategy on Rapino Collection business. A series of structured interviews and business coaching processes were conducted with the owner of Rapino Collection, in Jakarta. The results of structured interviews were analyzed using STP, Marketing Mix, Business Model Canvas, SWOT, Porter's 5 Forces, Gap Analysis and Pareto Analysis to arrive at the most urgent problems to be solved.

The findings showed that there were three main problems faced by the SME that could be diminished to improve SME performance, which were: 1) lack of marketing channels, especially online media channel; 2); lack of capabilities to collect account receivable that reduce SME's financial performance; and 3) Analysis of financial performance never been done by SME as a standard of decision making process. This business coaching is expected to help Rapino Collection and other SMEs to improve its performance.