

Review of: "Startup Development: SewaDia Rent Application"

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Title: Startup Development: SewaDia Rent Application

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Review:

1. Introduction

The rental business is currently a booming and attractive business opportunity that can quickly generate income, especially during the pandemic. Despite being an old business idea, the increasing variety of goods for rent has made it more promising for the community. The pandemic has accelerated the need for digital solutions, and the internet has become a mainstay for meeting daily needs due to restrictions on social interactions. This disruption has created new digital business opportunities for distributing products and services, and technology and information are growing rapidly. The text discusses the rental business as a successful and attractive business opportunity, especially during the pandemic. The author notes that although renting goods is an old business idea, it is currently booming and is becoming more promising for the community due to the increasing variety of goods for rent. The pandemic has caused a massive disruption in society, with digital solutions becoming a mainstay for meeting daily needs. This has created new digital business opportunities for distributing products and services. The author highlights the rapid growth of technology and information and how the internet has brought about changes in society in various aspects of everyday life. The text does not provide an explicit evaluation of whether the rental business or the pandemic-induced disruption is good or bad. Instead, it describes the current state of the rental business as a successful and attractive business opportunity that has been accelerated by the pandemic-induced disruption. It also acknowledges the challenges posed by the disruption, such as restrictions on social interactions and the need for digital solutions.

1. Creation/Idea

The paragraph describes a rent application called SewaDia (Media Sewa), which aims to meet the needs of people who require goods by renting them. The application is inspired by the trends and behaviors of Indonesian consumers towards the sharing economy, which is defined as a peer-to-peer (P2P) economic model facilitated by online platforms for accessing goods and services. The sharing economy has benefits such as reducing environmental impact caused by excessive consumption and saving costs by providing access to goods to those who cannot afford to buy them. SewaDia offers a new business concept that allows users to rent various items without the need to purchase them. The categories of items available for rent on the application include boarding houses, villas, cars, party equipment, travel supplies, medical equipment, and electronics. It is difficult to determine the achievability of SewaDia without further information. The success of a rent application depends on various factors such as the demand for rental services, the availability of rental goods, and the competition from other rent applications. However, SewaDia's focus on bridging the needs of people who require goods through renting and offering a variety of categories for rent may be appealing to potential users. The sharing economy has been growing in popularity, and if SewaDia can effectively tap into this market and provide a reliable and user-friendly platform, it may be achievable to build a successful business. Ultimately, the achievability of SewaDia will depend on various factors such as the quality of the application's services, the ability to attract and retain customers, and the ability to compete effectively in the market.

1. Result and Discussion

The Financial Plan section outlines the different funding options available to the e-commerce business. The plan includes seeking funds from family and friends, grants from competitions or government agencies, investors, and the owner's funds. Each funding option has its advantages and disadvantages, and the business needs to evaluate which funding option is best suited to its needs.

Funding from family and friends is an excellent way for an e-commerce business to get started. It is often easier to convince family and friends to invest in the business, especially if they believe in the business idea. However, this option may also come with some challenges, such as potential personal issues or conflicts that could arise if the business doesn't succeed.

Grants from competitions or government agencies can provide significant funding for e-commerce businesses. The advantage of this option is that the funds do not need to be repaid, and there may be opportunities to receive additional support, such as mentorship or networking. However, the competition for grants can be fierce, and the process of applying can be time-consuming.

Investors are individuals or institutions who provide funding to businesses in exchange for equity in the company. Investors can offer significant funding and provide valuable guidance and support to the e-commerce business. However, investors typically expect a return on their investment, and the e-commerce business will need to meet their expectations.

The owner's fund is the capital that the business owner contributes to the business. This funding option allows the

business owner to have full control over the business, and they do not need to repay the funds. However, the owner may be taking on significant financial risk by investing their own money in the business.

Overall, the Financial Plan section emphasizes the importance of having a clear funding strategy in place for the e-commerce business. The plan should consider the advantages and disadvantages of each funding option and evaluate which option is best suited to the business's needs.

Business risks refer to the potential threats that can affect the operation and profitability of a business. As with any business venture, there are risks associated with starting and running a rental business. These risks may include market risks, operational risks, financial risks, legal risks, and reputational risks.

Market risks refer to the potential risks associated with changes in consumer preferences, shifts in the economy, and increased competition. In the rental industry, market risks could include changes in rental demand or preferences, fluctuations in rental prices, and changes in consumer spending habits.

Operational risks refer to the potential risks associated with the day-to-day operation of the business. These risks may include equipment failure, supply chain disruptions, and employee turnover.

Financial risks refer to the potential risks associated with managing the financial aspect of the business. These risks may include cash flow problems, unexpected expenses, and inability to secure funding.

Legal risks refer to the potential risks associated with non-compliance with laws and regulations. For rental businesses, legal risks may include issues with rental contracts, liability for accidents or injuries, and compliance with local and national laws and regulations.

Reputational risks refer to the potential risks associated with damage to the company's reputation. These risks may include negative customer reviews, poor customer service, and public relations issues.

To mitigate these risks, rental businesses should have a risk management plan in place. This plan should identify potential risks and develop strategies to mitigate them. It is also essential to continuously monitor and evaluate the effectiveness of the risk management plan to ensure the continued success of the business.

The statement suggests that the "sharing economy" business model, which involves the rental of goods and services through internet-based platforms, has a significant potential for growth. The projection is that the value of this industry will increase from US \$15 billion in 2014 to US \$235 billion by 2025, which is a substantial increase. The company mentioned in the statement, "SewaDia," is a rental business that offers a wide range of rental goods and services through its platform, with coverage across Indonesia and using integrated technology to meet customer needs.

1. Conclusion

The given article proposes a startup idea for a rental application called "SewaDia" to meet the needs of people who require rental goods through technology. The authors of the article have conducted a feasibility analysis of the business

plan by calculating several financial indicators such as IRR, Payback Period, NPV, ROI, and ROE. Based on the analysis, the authors have declared the business plan feasible.

The article discusses the current trend of the sharing economy and the rental business being the most successful and attractive business opportunity. With the pandemic accelerating the movement of the economy, digital has become a mainstay for meeting daily needs. The article cites data showing the growth of internet users in Indonesia, indicating the potential for a marketplace platform for rental goods that is different from others. The authors propose innovating by presenting a marketplace platform for rental goods by renting unused but usable goods to other people who need them.

Overall, the article provides an overview of a business plan for a rental application and its feasibility analysis. It also discusses the potential of the sharing economy and the need for innovation in the rental marketplace.