

AI WAVICE

# Business Analysis Online Shop

Owner business  
**Melda**

Analyst by  
**Harvix Nexel**

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# Business Background

A small-to-medium business (UMKM) designed to provide solutions for customers looking to purchase products such as skincare, furniture, fashion, food, etc.

This business offers a variety of products from well-known brands by following trending items.





# Identify Problems & Provide Solutions

All problems and solutions to be implemented have gone through a consultation process.

All solutions are applied based on the business's needs and budget conditions to reduce operational costs while improving efficiency.

## Problems

- Unstructured marketing
- Inconsistent content posting on social media
- No admin or customer service
- No landing page
- Very limited budget
- Business is operated solo

## Solusi

- Use free and user-friendly tools to create content
- Build a very simple marketing ecosystem
- Set up an AI Customer Service system that operates 24/7 for under Rp 200,000/12\$
- Create a custom order form tailored to business needs

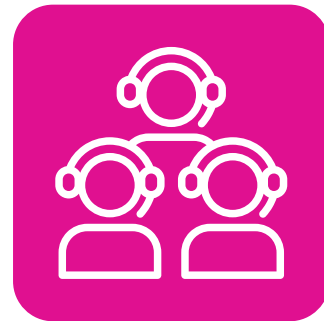


# STRATEGY IMPLEMENTATION



## Marketing

- Prepare ChatGPT prompt to determine target market
- Provide Notion templates for content ideas
- Guide execution flow of the content deas
- Prepare ChatGPT prompt to help evaluate and improve content



## Costomer Services

- Gather business data
- Train AI Customer Service
- Connect to WhatsApp Business



## Pemesanan

- Create order form
- Create AI automation for order notifications
- Create AI automation for customer follow-up
- Integrate everything into one system
- Build AI CS flow with order form
- Customer database

| Tools yang dipakai | Harga sekali setup | Harga setiap bulan |
|--------------------|--------------------|--------------------|
| ● ChatGpt          | Free               | Free               |
| ● Canva            | Free               | Free               |
| ● Veo 3            | Free               | Free               |
| ● Vps + CS AI      | Rp 125.000         | Rp 200.000         |
| ● Notion           | Free               | Free               |
| ● Form             | Free               | Free               |
| Total harga        | Rp 125.000         | Rp 200.000         |





# Profit Increased

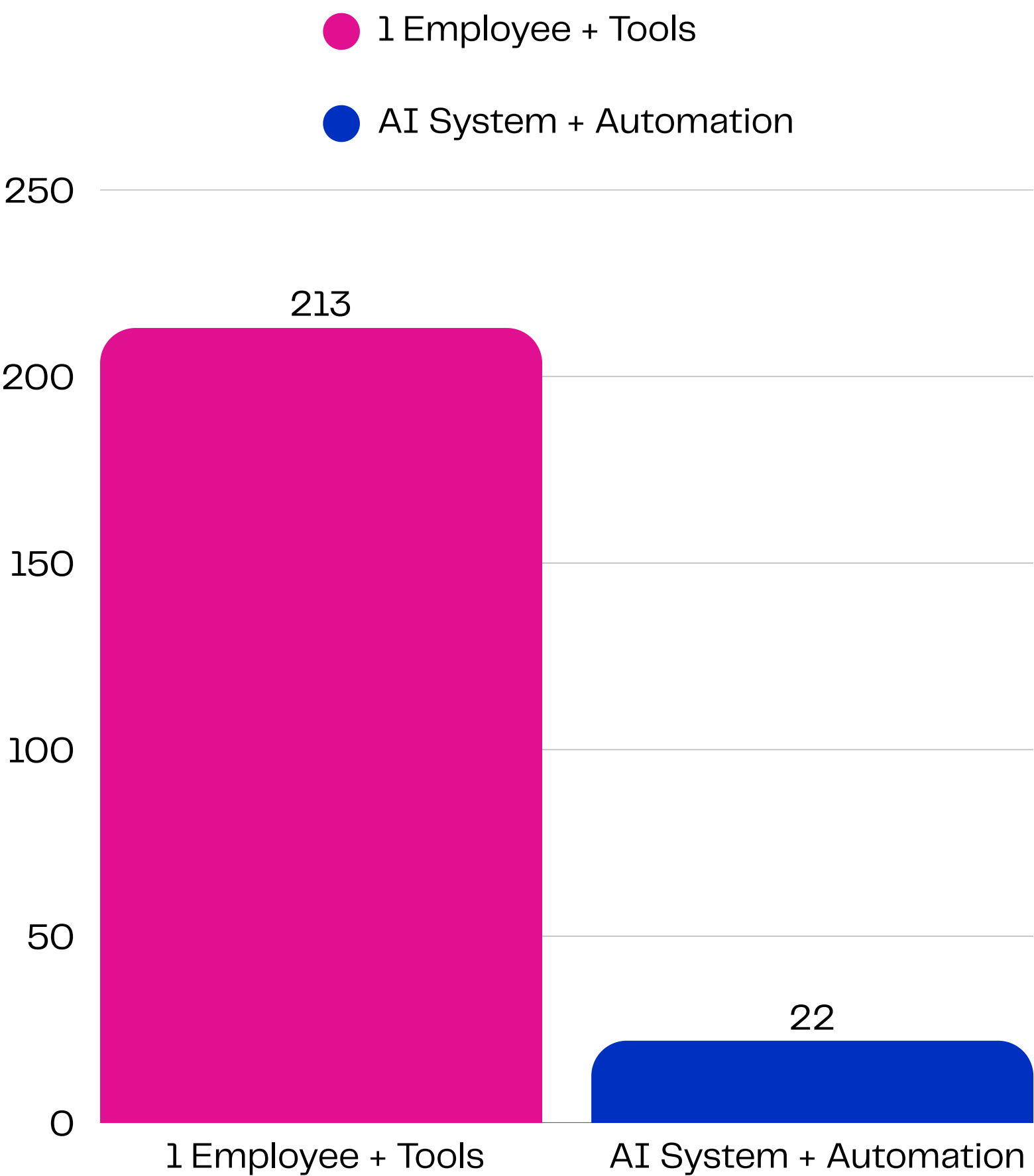
High operational costs lead to low profit

If the business does not use this system, the operational costs would include:

- 1 Employee for Customer Service
- Tools used for editing

Estimated total cost: Rp 3,500,000 \$213 USD

In comparison, using Automation Systems + AI Agent can reduce costs by up to 90%,



# MARKETING

Image content

Video ads

### Plan Marketing

Tanggal eksekusi

List content

Bulan

| Ide content                             | Tanggal eksekusi | Ta     |
|-----------------------------------------|------------------|--------|
| Before & After                          | June 18, 2025    | June 8 |
| Trend lagu galau                        | June 5, 2025     | June 3 |
| Unboxing Produk                         | June 16, 2025    | June 8 |
| How It's Made                           | June 21, 2025    | June 8 |
| Mini Makeover Challenge                 | June 22, 2025    | June 8 |
| Cara Merawat Furniture                  | June 24, 2025    | June 8 |
| CloseUp Detail                          | June 26, 2025    | June 8 |
| Furniture Lokal vs Impor                | June 28, 2025    | June 8 |
| Giveaway "Make Over Me" <div>OPEN</div> | June 29, 2025    | June 8 |



UBAH PENAMPII  
DENGAN OUTFIT  
MELDASHOP

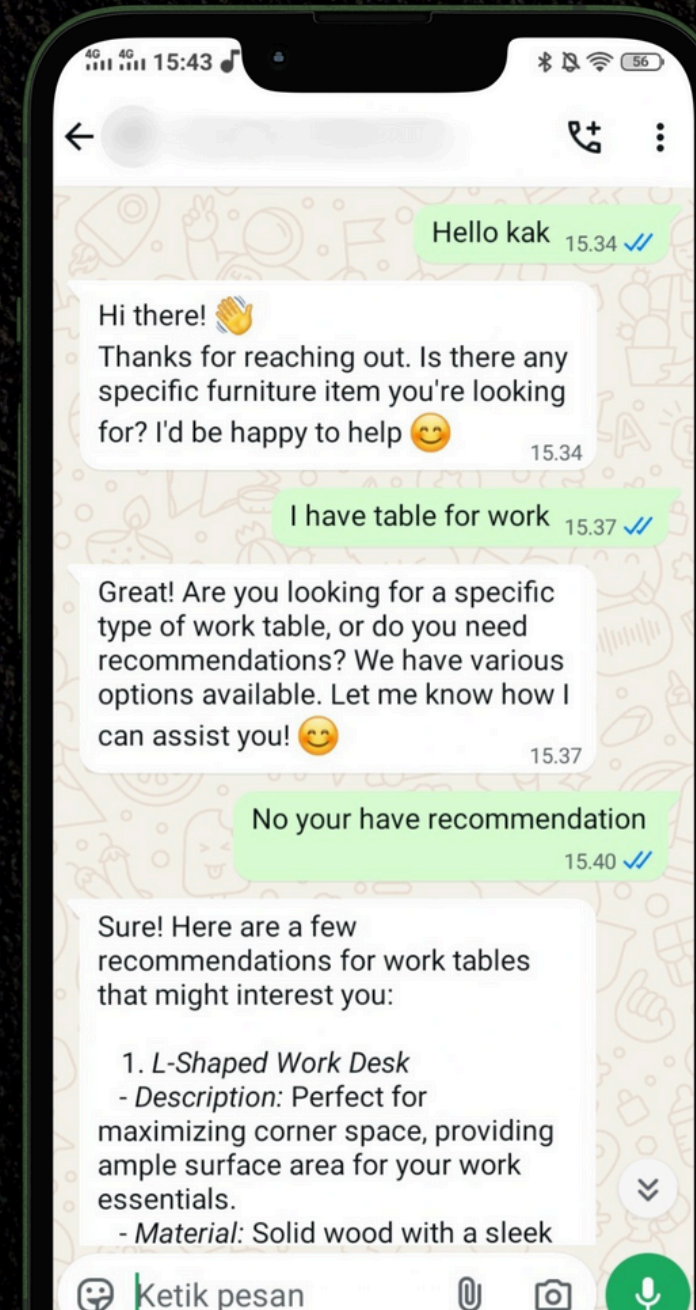
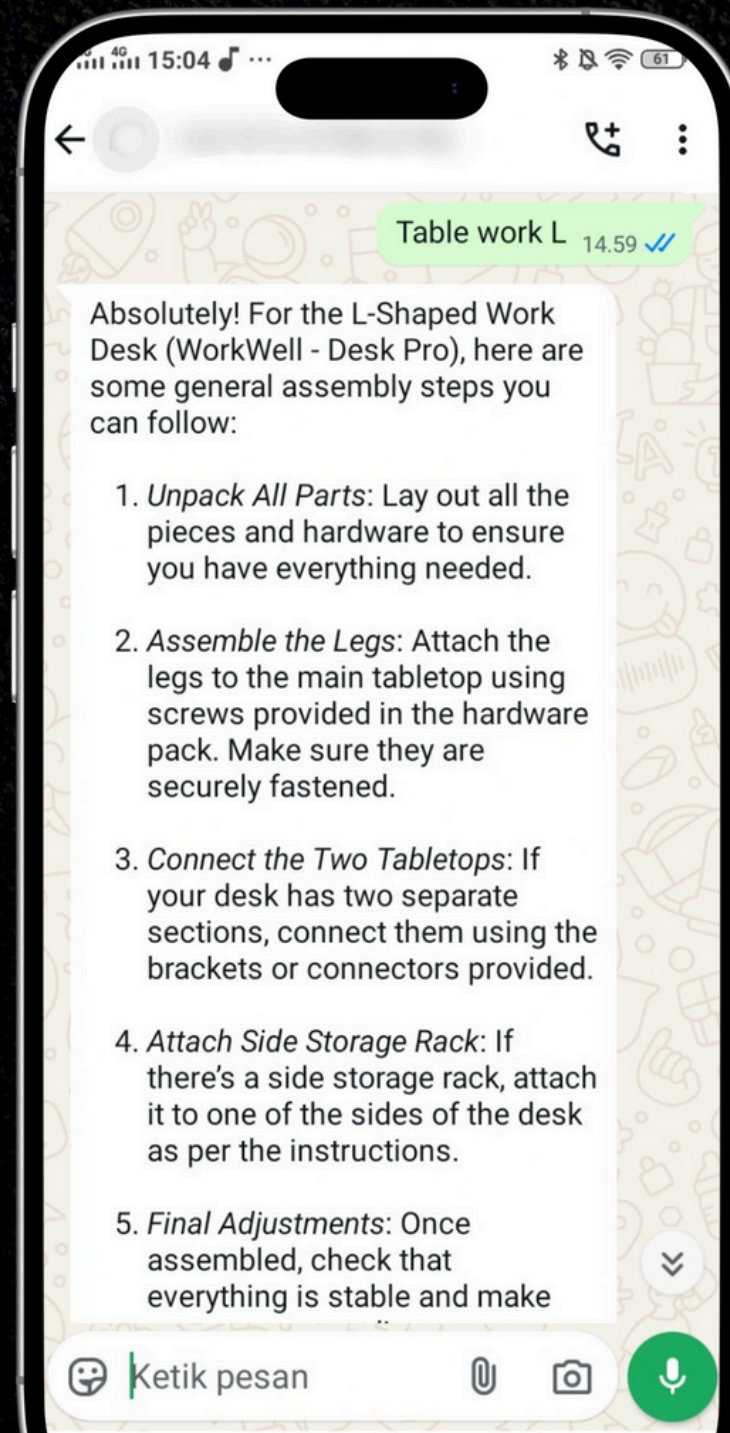




# AI CUSTOMER SERVICES

- SALES
- TECHNICAL SUPPORT
- CUSTOMER SERVICE

## MULTIPLE ROLES



## FAST RESPONSE, INCREASED SALES





# PRODUCT ORDERING

## ORDER FORM

The screenshot shows a Google Docs form with the following fields:

- Jawaban Anda
- Pesanan
- Jawaban Anda
- Alamat
- Jawaban Anda
- No Wa
- Jawaban Anda

Buttons: Kirim, Kosongkan formulir

Footer: Jangan pernah mengirimkan sandi melalui Google Formulir. Konten ini tidak dibuat atau didukung oleh Google.

## ORDER NOTIFICATION

The screenshot shows a WhatsApp chat conversation with a bot named 'n8n'. The messages are:

- Halo bos, kak Reflex lagi pesan Baju hitam 1 🚀 Bos bisa hubungi kak Reflex 087393738272 di Dan untuk alamatnya ada di: galala
- This message was sent automatically with n8n
- Halo bos, kak Reflex lagi pesan Baju hitam 1 Bos bisa hubungi kak Reflex di no ini 087393738272 Dan untuk alamatnya ada di: galala
- This message was sent automatically with n8n
- Halo bos, kak Reflex lagi pesan Baju hitam 1 Bos bisa hubungi kak Reflex di no ini 087393738272 Dan untuk alamatnya ada di: galala
- This message was sent automatically with n8n
- Halo bos, kak Reflex lagi pesan Baju hitam 1 Bos bisa hubungi kak Reflex di no ini 087393738272 Dan untuk alamatnya ada di: galala

## FOLLOW UP EMAIL

The screenshot shows an email from Melda Shop. The content is:

Terimakasih su pesan di Melda Shop Kotak Masuk

Summarize this email

AI aixelvix@gm... 22:00 kepada saya

Halo kak Aldo,

Terima kasih telah melakukan pemesanan 1 Celana panjang di MeldaShop.

Kami sudah mencatat pesanan kamu dan akan segera memproses pengirimannya. Alamat Pengiriman: Rumah tiga

Jika kk punya pertanyaan, ingin mengubah data pengiriman, atau butuh bantuan lainnya, jangan ragu untuk menghubungi kami ya.

WhatsApp Admin MeldaShop: 086738386483 Terima kasih sudah berbelanja di MeldaShop.

Salam hangat, Tim MeldaShop

This email was sent automatically with n8n <https://n8n.io>

## CUSTOMER DATABASE

| Database Pelanggan |      |
|--------------------|------|
| + Filter           |      |
| Nama yang pesan    |      |
| Freddy kend        | OPEN |
| Rei                | OPEN |
| Goni               | OPEN |
| Melinda            | OPEN |
| Reflix             | OPEN |
| Rei                | OPEN |
| Goni               | OPEN |
| Melinda            | OPEN |
| Reflix             | OPEN |



# BONUS LANDING PAGE

