



# Implementation of Operational Strategy Planning in Arena Corner Business

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In a business plan, the Operational role cannot be underestimated. The pace of the business will be fast if the operational department implements the right and accurate strategy in executing all operational aspects in increasing the pace of business, like wise in the Arena Corner business plan, a precise operational strategy is needed so that other parts feel the operational locomotive moving all aspects of the business. This study aims to determine the importance of a start-up application's operational part in managing the company's operations. This study aims to determine the importance of a start-up application's operational part in managing the company's operations. The conclusion of this study is the need for Section operational conduct deployment strategy up to date and out of the box to get a significant impact from implementing these strategies.

**Keywords:** Operations, Strategy, Arena Corner, Big data, Artificial intelligent, Business Plan.

## 1. INTRODUCTION

An application is a program that contains computer language and is run on the device system. The current challenge is to create applications that the business world can use to make money. In this increasingly advanced technology era, the application industry can be developed and is a profitable business [1]. Indeed, it requires a high level of carefulness and persistence to be successful in the application field. Arena Corner is a place booking application in the field of sports. In millennials, smartphones have increasingly widespread use, booking application booking where the sport is also growing—no more ordering sports venues via SMS or telephone but through an easier program. Arena corner creates a new way of doing business. Customers find it easier to order a sports venue booking service [1, 2]. There is no need to haggle over the price because the price is fixed. A company like Arena Corner's application required an operational strategy that is robust and reliable because the company arena corner should strive to reach the level of effectiveness and maximum efficiency in using company resources. The company sets its vision and mission to be more focused and easier in running its organization. Each functional area is managed optimally and has strategies to

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achieve the vision and mission that has been set. In addition to the challenge of technology requires a breakthrough that reliable for every employee, Arena Corner. Operation targets lead to eight goals: Reliability, Features, Update, Facilities, Additional Service, Market Share, Quality, and Brand Awareness. Each target is assessed against the target and what it wants to achieve compared to other products in similar industries. The scale of each target also differs depending on the desired target. The target scale is then poured into the form of a spider web to obtain an overview of the achievement of operating targets, as in the picture above.

## 2. METHODOLOGY

In the application in part operational, there must be a method and stages in implementing the establishment of businesses by stages as follows.

### A. Business Establishment Stages

In order to operate legal and comply with applicable legal provisions. In establishing a company must meet several main requirements. It can be done online at OSS (Online Single Submission) is an Electronically Integrated Business Licensing Service (PBTSE) issued by OSS Institutions for and on behalf of Ministers, Heads of

Institutions, Governors, or Regents / Mayors to Business Actors through an integrated electronic system [3]. OSS already has a legal umbrella, namely Government Regulation No. 24 of 2018 concerning Electronic Integrated Business Licensing Services. Then the realization of the sports venue booking business plan began with the establishment of PT. Arena Corner. The stages of establishing a PT follow the applicable regulations in Indonesia. Registration is carried out on the OSS website by filling in the type of identity of the person in charge of the business, namely the NIK listed on the E-KTP for Indonesian citizens and the passport number for foreigners, country of origin, date of birth, cellphone number and e-mail address of the company to be registered. Next, OSS will send an activation request, and after that, it will send the Username and Password for the registered OSS account via e-mail, so make sure the e-mail address is filled incorrectly. After that, log in using the username and password following their respective access rights. OSS issues the NIB after the Business Actor has registered through the OSS website by first filling in data on the business sector. NIB is in the form of 13 (thirteen) random digit numbers secured and accompanied by an Electronic Signature. The NIB will also act as a Company Registration Certificate (TDP), Import Identification Number (API), and customs access rights. According to article 25, paragraph (1) of PP 24/2018, NIB is a business identity. Business Actors use it to obtain Business Permits and Commercial or Operational Permits, including fulfilling business Permits and Commercial or Operational Permits requirements.

### B. Company Deed Process

The establishment of a business entity is carried out by making a Deed of Establishment at the Notary's office. The Deed of Establishment number and the number of legalization decree issued by the Director-General of AHU of the Ministry of Law and Human Rights will later be integrated into the OSS system automatically. To avoid not reading your company data in the OSS system, ensure that the business fields listed in the Deed of Establishment of your company are updated and following the Indonesian Standard Business Classification (KBLI) 2017. After making the deed of establishment, the next step is making an NPWP at the Tax Office. Following the domicile of the business entity or under Article 23 PP 24/2018, business actors who register do not have an NPWP, OSS integrated with the system at the Directorate General of Taxes, can process the issuance of NPWP. Certificate of Domicile of Business Company (SKDU) PT Arena Corner is located at Casablanca 8 Building, Jl. Casablanca Tebet, South Jakarta, Special Capital Region of Jakarta 12820. The following provision is to mention the name of the

company founder. The number of founders has met statutory provisions, namely the founders of PT were at least two or more people. The aims and objectives of the establishment of PT. Arena Corner is to be the provider of leading sports venue booking applications in the provision of facilities, sports, and a reference for creating initiatives of mutual benefit.

### C. Site plan



Figure 1. Office Location of PT. Arena Corner

The Arena Corner office has 180 square meters where the building management has fully managed the management and maintenance. As for the consideration of choosing the Casablanca building, it is a location that is quite easy to access because it is close to the center of the economy with affordable rental prices and the privilege of business relations who have shares in the building. In carrying out its routine, Arena Corner utilizes the facilities provided by the Casablanca 8 building. Needs of electricity, water, parking lots, and supporting security facilities. Strategy rented an office in the building Casablanca 8 also impacts the speed set up the office. For start-up companies, renting an office in a separate building (non-integrated office) will take a relatively long time to set up the office and require higher costs. This will have an impact on the effectiveness of the company and can reduce the company's operating costs [11]

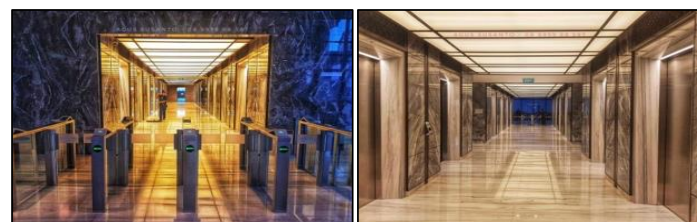


Figure 2. Access to Lift Floor 3, Casablanca Building 8

Casablanca have 8 building has four lift access and emergency stairs on each floor. To maintain the building tenants' safety and comfort, every visitor who is not an

employee is required to report to the receptionist to provide an identity card to gain access to the destination floor. In determining the office layout, Arena Corner using methods of landscaped offices or ornate office layout. This ornate office room shapes the environmental truly a comfortable, enjoyable, and economic environment in the room's use [4, 5]. Besides, this landscaped office layout concept is considered the most suitable for digital start-up work environments that require a fast work rhythm and ease and open communication between employees who override bureaucracy. The Arena Corner office layout will be designed with a sports theme in every corner of its arrangement. Also, the addition of sports equipment ornaments in the room will add to the Corner arena's corporate culture's strength [6, 7, 8].

3. RESULT AND DISCUSSION

A. Product Design

Arena Corner's products today are the application of the reservation where Sports can participate in a message via the application arena corner. At the beginning of this reservation, sports venues will only produce one type of product with some of the service features are very different. The types of products, service schedules, and features of the Arena corner application (see Table I).

Table I Types of Products and Service Schedules for Arena Corner.

Products and types of services			Schedule Services
Group Sport	Futsal Badminton Tennis Basketball Volley	Field Rental and Tools	24 Hour Services
	Individual		

B. Sports Venue Selection

The Arena Corner application allows consumers to choose the available place, time, and day based on the sports venue. Arena corner displays the complete search results to compare sports venues and facilities in all sporting venues in Jabodetabek, from the cheapest to the highest prices. After selecting the search results, customers can choose directly on the arena corner application.

C. Sales of Merchant Products

Merchants are members of the arena corner that offer various sporting goods to help increase sales and buyer's trust. Partners only need to register their shop first with the arena corner with the required data. This data will be automatically stored in the company database as an identification ID. When the data is officially stored and registered, the partner automatically becomes a merchant. By registering as a merchant, the partner is willing to cooperate by agreeing to the terms and conditions that apply.

D. Product display (Website)

The main page of the website is used for users who will place orders for sports. If it is following the order, you can continue payment by logging in first. If you don't have an account, you can register for free. On the main page, there are several menus, namely the home menu, Best Offer, and Blog (see Figure III).



Figure 3. Main Page of the Arena Corner Website

E. Product display (Mobile Application)

The Arena Corner mobile application has two different types of interfaces for customers and venue owners. The separation is done because the needs between consumers and venue owners are different. This separation will provide flexibility for Arena Corner to customize the needs of consumers and venue owners (see Figure IV to Figure VII).

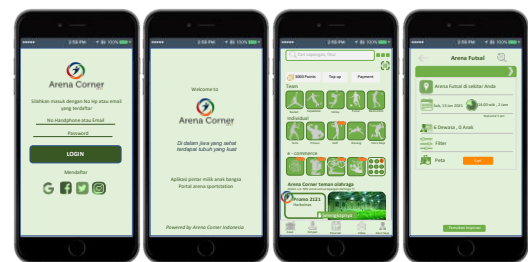


Figure IV. Home Application Consumer Display (user)

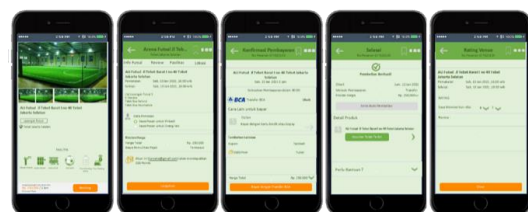


Figure V. Display of Venue Information Features and Consumer Application Orders (users)

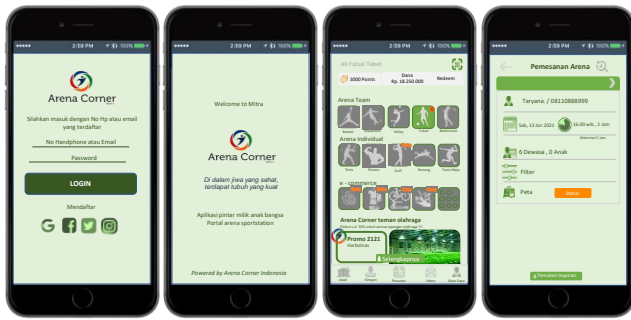


Figure VI. Home Application Display of Venue Owner (Partner)

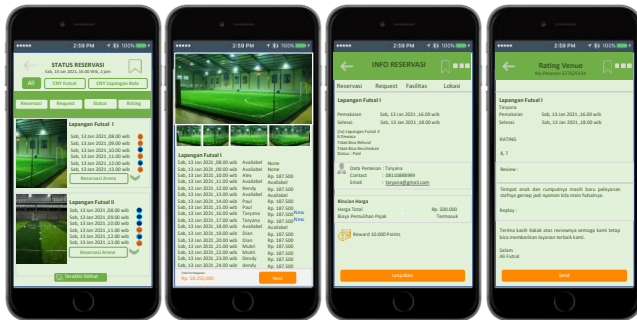


Figure VII. Display of Venue Booking Schedule Features (Partners)

F. Layout and Application Flow

This sports field reservation application was built to assist sports venue managers in managing sports venues. Actors involved in the sports venue management system are all managers and customers who will place field orders or look for free time and schedule information. The managers involved in this system are employees and owners. Here, in using the system each actor has certain powers that limit the actors in using the system. In its use, customers can search for the information listed on the main page, which the manager functions as a means of promotion. Besides, that customers can order the field as well as make payments. In the order process, customers can log in first. If they don't have an account, they can register first if they have chosen a place. The booking schedule can then continue the payment through Arena Corner Pay, E-payment, and a debit or credit card. A notification appears when the field has been booked.

Meanwhile, if you don't immediately make a payment for 2 hours, the order will be automatically canceled. Then for the management side, in this system, employees are given the authority to process orders. They can accept incoming orders and automatically be entered into the schedule for ordering sports venues. This system uses transaction management that will double-check every order ordered. If no one orders are stored immediately so that if someone orders almost simultaneously, the faster order will get the order. The others will get a notification from the system notify that the order has been ordered.

G. Process Technology

The process technology of the arena corner application is that customers open the arena corner application using a website or smartphone application connected to the internet network to access the arena corner application, the server in the data center will respond to the arena corner application and provide the information needed by the customer and manager. The data will be synchronized with the server in the data center so that you can book sports venues (see Figure VIII).

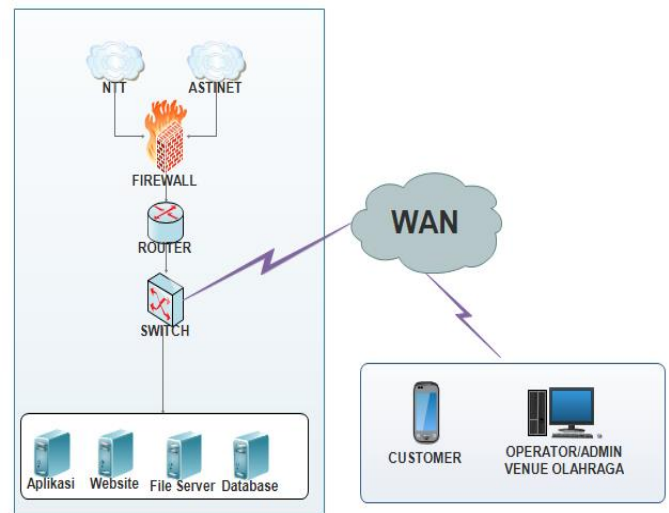


Figure VIII. Application Infrastructure and Arena Corner Network

H. Application Server

To make it easier for users to access the Arena Corner application server, we share data centers in several areas in Jabodetabek, including DC German Center, DCI Cibitung, and Sentul Bogor, so that internet data traffic is stable. It is fast and easy to access by users, and data center security does not need to be doubted because it uses many firewalls. For backup, the database is done every day for the data to be maintained.

I. Smart Tablet (Telecommunication Link)

The rapid development of information technology, especially the Internet, has made companies expand in this field. One of them is an Internet Service Provider (ISP) or a company that focuses on internet providers. The merger of information technology and telecommunications greatly influenced computer systems, resulting in a shift from a centralized computer to a computer network where computing tasks were handled by many separate computers and could communicate. Arena corner uses the link main from NTT, and for backup, use Astinet to keep our private fixed arena corner using a VPN to the company's internal network. To keep network communication from being interrupted, we use a fail-over system for network communication so that the connection to the customer continues to run optimally.

SERVICES BLUE PRINT ARENA CORNER

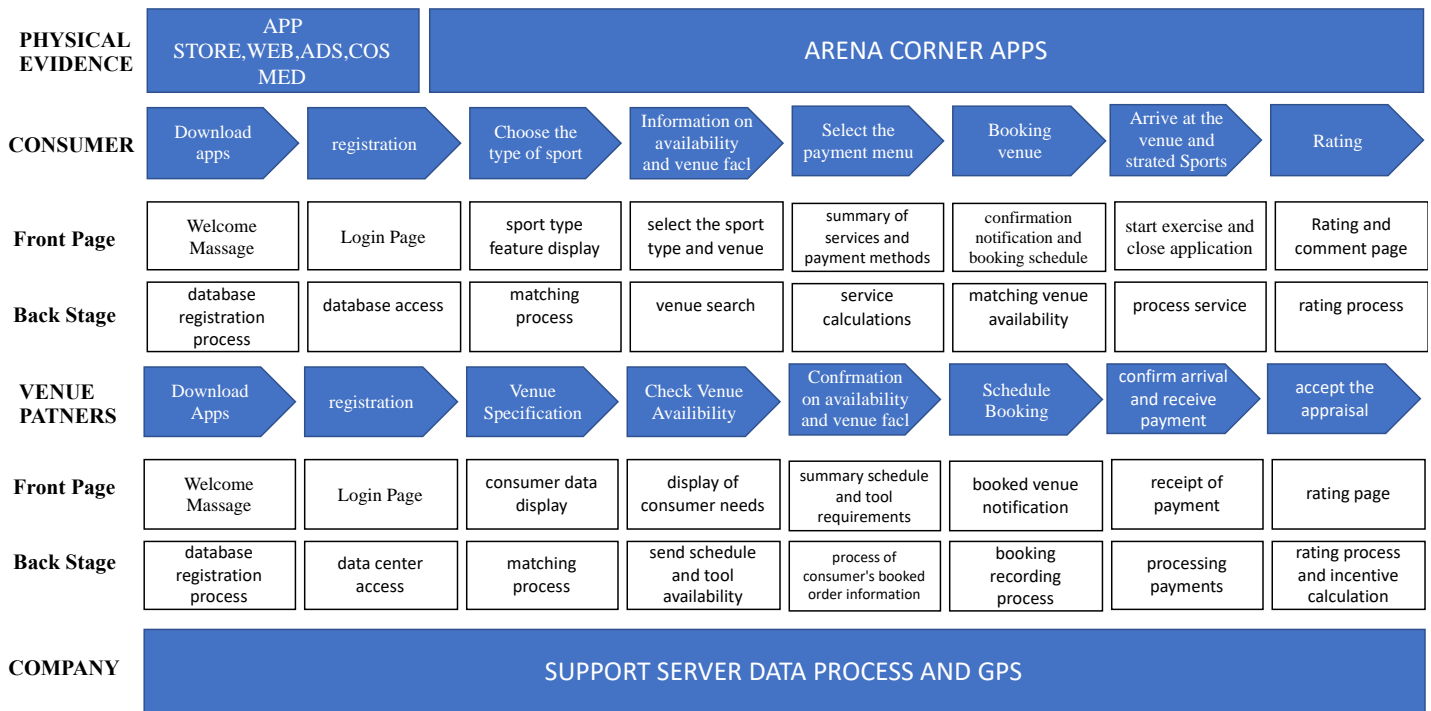


Figure IX. Service Blue Print Arena Corner

J. Application

The Arena Corner application is a sports venue reservation application used to make it easier for consumers to find sports venues. This application is built using Android programming language, Apple Play, Java, and PHP Version 7, and the backend uses Laravel and MySQL databases. For how to access the database using the MySQL Extension with an object-oriented style. The application template uses Robust Admin Lite with a flexible and modern look. Consumers can download the application on the Play store.

K. Operation Delivery

Arena Corner will collaborate with the owner of a sports building/venue after licensing has been completed. Arena corner will also build an application system until it is completely ready for the market. First of all, we will test our products so that consumers can use them to avoid system bugs. Or a system crash. The sports venue that will be our business target is, of course, the Jabodetabek area. Targeted cooperation with the gym owner for six months and will expand cooperation with owner gyms in Jabodetabek. After having many channels, arena corner will continue to innovate and maintain the service quality of the arena corner products. Sports building owners who have collaborated with arena corner will not be disappointed with our services. Because we are arena corner has a principle of maintaining good cooperation with sports building owners. If you get good images, we have the opportunity to get new customers who are willing to cooperate with the arena corner. This is the best way for arena corner to promote arena corner products to

sports building owners who have not collaborated with our company.

L. Service Blue Print

In developing new service/services or improving existing services, a device is required called the service blueprint (service blueprint). Service Blueprint is an image or map that accurately illustrates a service system so that various individuals involved in providing services can understand the system well, even though each has different roles and perspectives. A service blueprint illustrates the simultaneous service submission steps (Series of Activities), consumer's and employees' role, and visible service elements. Blueprint Services can be used as a reference in developing standard service standard operating procedures (service standard operating procedures) for each activity of the entire service process (see Figure IX). Of the service blueprint of the above, it can be seen it takes speed response among all the parts that Arena Corner can provide the best service to customers and co-owners of the venue.

M. Availability Control Planning

The availability of a sports field building will certainly be a major concern. Therefore, the arena corner will determine continuous monitoring of the sports field rental's absorption capacity in the available building. The next inventory planning and control that management must do is ensure that an appropriate plan will be developed to produce a product that can meet market demand. The plan will be revised if market conditions improve or there are many complaints from customers.

Specific techniques that can be view as tools for achieving inventory control are establishing minimum and maximum inventory points, corporate management considerations, value analysis, and budget control. Arena corner will update or update the sports venue booking application at least once every six months. When the customer opens the arena corner application, it does not experience lag or hangs. Arena corner will also provide a firewall for the application arena corner to secure from outside attacks by people who are not responsible so that consumers feel comfortable using the applications arena corner.

#### *N. Quality management*

In maintaining the quality of the sports building so that it is comfortable for customers to use, the building owner must maintain cleanliness in the gym environment, either in the changing room or in the toilet, so that the customer feels comfortable. Customer satisfaction is an assessment that customers make after experiencing a sports venue service where they compare what they expect from it with what they believe their cooperation is welcome. When expectations are met or exceeded, customers are satisfied, and when expectations are not met, customers are not satisfied. For the service quality of the arena corner application, we update every six months in terms of applications and networks to feel light. When opening the arena corner application so that the application becomes user friendly. Service quality is closely related because they represent different sides of the same coin [12].

#### **4. CONCLUSION**

Activities Operational Arena Corner in the line of great divided into two phases: Phase preparation is a period in which the division of operational conduct design and

analyze an appropriate business process, carry out the technology implementation, and are looking for partners to work together if necessary. Phase Launch is when the company released the product to the market that the user can obtain through the canals that have been determined. After the product through the period of the company's launch, continue to keep watching the features of these and perform maintenance and evaluation are periodicals to ensure the features can run well and continue to do development to achieve the results the best. Process technology applications will continue to evolve along with the advancement of technology in line with the pattern of activity of customers who are also experiencing a change.

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