

PT TELKOM INDONESIA
 ESTIMASI - BILL OF QUANTITY (BOQ)
 PENYUSUNAN ANALISIS BUSINESS INTELLIGENCE DFU DIGITAL BUSINESS TAHUN 2023

No	Activity	Output	Format	Jumlah Output	Resource	Unit (days)	Personel	Time of Charge (%)	Total Mandays	Price (IDR) / Mandays	Total Fees (IDR) Excl VAT
1 Market Analysis											
	Proyeksi Market	Data Proyeksi Market	Excel & PPT Documents	52	Project Manager	30	1	70%	21	Rp 1.640.909	Rp 34.459.091
	Market Trend & Prediction	Laporan Market Trend & Prediction Pengembangan Produk di Market	PPT Documents	52							
	Market Size (overall Indonesia, by regional)	Laporan Market Sizing dari produk Digital Telkom	PPT Documents	52	Advisor	10	1	25%	2,5	Rp 2.072.727	Rp 5.181.818
	Opportunity Product Improvement (Use cases)	Laporan Opportunity dan use case pengembangan atau improvement dari Market	PPT Documents	52							
Market Analysis (Customer Profile, Customer Behavior, Market Preference & Customer Feedback)	Data Market analysis produk digital di Indonesia	PPT Documents	52	Analyst	90	2	65%	117	Rp 1.115.909	Rp 130.561.364	
2 Competitor Movement											
	Market Positioning	Laporan Market positioning produk digital Telkom.	PPT Documents	52	Project Manager	30	1	70%	21	Rp 1.640.909	Rp 34.459.091
	Competitor Movement	Laporan Competitor Movement dari kompetitor produk digital Telkom.	PPT Documents	52							
	Competitor Same Segment	Data kompetitor yang berada pada segment market yang sama	PPT Documents	52	Advisor	10	1	25%	2,5	Rp 2.072.727	Rp 5.181.818
	Benchmark Competition, Regulation & Market Readiness	Data Insight/Benchmark tentang Competition, Regulation & Market Readiness	PPT Documents	52							
GTM Strategy Recommendation	Laporan Rekomendasi Strategi GTM	PPT Documents	52	Analyst	90	2	65%	117	Rp 1.115.909	Rp 130.561.364	
Product Improvement Recommendation	Data Analisa Pengembangan Fitur Produk Digital Telkom based on Market Analysis	PPT Documents	52								
3 Business Model Comparison											
	Business Model Comparison	Laporan perbandingan Business model produk digital Telkom dengan kompetitor	PPT Documents	4	Project Manager	30	1	70%	21	Rp 1.640.909	Rp 34.459.091
	Key Highlights	Laporan perbandingan key highlights: Advantages, Disadvantages, dan Revenue model	PPT Documents	4	Advisor	10	1	25%	2,5	Rp 2.072.727	Rp 5.181.818
	Key Players	Laporan perbandingan Key Players masing-masing business model	PPT Documents	4	Analyst	90	2	65%	117	Rp 1.115.909	Rp 130.561.364
4 Product Life Management											
	Lifecycle Stage	Laporan yang Mendefinisikan Lifecycle Stage untuk setiap produk/subproduk	PPT Documents	4	Project Manager	30	1	70%	21	Rp 1.640.909	Rp 34.459.091
	Portofolio & Positioning Review	Laporan yang Mendetailkan karakteristik setiap Lifecycle Stage berdasarkan Sales/Growth and Profit, Competition, dan Product and Prices dan Laporan Review Portofolio dan Positioning produk digital Telkom	PPT Documents	4	Advisor	10	1	25%	2,5	Rp 2.072.727	Rp 5.181.818
	13 Post-Launch Product Lifecycle Management Checklist	Laporan review produk after GTM (post-launch) berdasarkan 13 Post-Launch Product Lifecycle Management Checklist	PPT Documents	4	Analyst	90	3	70%	189	Rp 1.115.909	Rp 210.906.818
	Product Strategy Formulation	Laporan formulasi pada Product Strategy dalam format Dokumen Product Strategy dan Dokumen Performance Review	PPT Documents	4							
5 OMTM Comparison											
	Benchmark Finansial	Data perbandingan produk digital Telkom dan kompetitor pada Financial metric (contoh : Total Funding, Revenue, Benefit, Valuation, GMV/GTV, dll)	Excel & PPT Documents	4	Project Manager	30	1	70%	21	Rp 1.640.909	Rp 34.459.091
	Benchmark Metrik Operasional	Data perbandingan Operational metric (contoh : jumlah user, jumlah active user, jumlah transaksi, jumlah download, jumlah	Excel & PPT Documents	4	Advisor	10	1	25%	2,5	Rp 2.072.727	Rp 5.181.818
					Analyst	90	2	65%	117	Rp 1.115.909	Rp 130.561.364
6 Tariff Comparison											
	Tariff Comparison	Data perbandingan tarif produk kompetitor dengan produk digital Telkom	Excel & PPT Documents	2	Project Manager	30	1	70%	21	Rp 1.640.909	Rp 34.459.091
	Tariff Positioning	Analisa tariff positioning produk digital Telkom di market	Excel & PPT Documents	2	Advisor	10	1	25%	2,5	Rp 2.072.727	Rp 5.181.818
					Analyst	90	2	65%	117	Rp 1.115.909	Rp 130.561.364
7 Investor Analysis											
	Profile Angel Investor & Term-Condition Funding	Data Profile Angle Investor dan persyaratan investasi (term and condition)	PPT Documents	2	Project Manager	30	1	70%	21	Rp 1.640.909	Rp 34.459.091
	Success Story	Laporan success story startup yang mendapatkan funding (pendanaan seri A,B,C) dari investor terkait	PPT Documents	2	Advisor	10	1	25%	2,5	Rp 2.072.727	Rp 5.181.818
					Analyst	90	2	65%	117	Rp 1.115.909	Rp 130.561.364
										Total (Tanpa PPN)	Rp 1.271.761.364
										PPN 11%	139.893.750
										Total (dengan PPN)	1.411.655.114

	NAMA/NIK	JABATAN	TGL	TTD
Dibuat oleh	[Redacted]	[Redacted]	01 Juni 20	
Diperiksa oleh	[Redacted]	[Redacted]	01 Juni 20	
Diperiksa oleh	[Redacted]	[Redacted]	04 Juni 20	
Diperiksa oleh	[Redacted]	[Redacted]	05 Juni 20	
Diperiksa oleh	[Redacted]	[Redacted]	05 Juni 20	
Diperiksa oleh	[Redacted]	[Redacted]	05 Juni 20	
Menyetujui	[Redacted]	[Redacted]	05 Juni 20	

