

TABLE OF CONTENT

TITLE.....	i
AUTHORIZATION.....	ii
STATEMENT OF AUTHENTICITY OF WRITTEN THESIS.....	iii
PREFACE.....	iv
TABLE OF CONTENT.....	v
LIST OF FIGURES.....	vii
LIST OF TABLES.....	viii
ABSTRACT.....	ix
ABSTRAK.....	x
CHAPTER 1: INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem Statements.....	4
1.3 Research Questions.....	5
1.4 Research Objectives.....	5
1.5 Research Contribution.....	6
1.6 Scope of Research.....	7
1.7 Organization of the thesis.....	8
CHAPTER 2: THEORETICAL FRAMEWORK.....	9
2.1 Theoretical Framework.....	9
2.1.1 Business Model.....	9
2.1.2 Types of Business Models.....	10
2.1.3 Business Scope.....	12
2.1.4 Triple-Layered Business Model Canvas.....	13
2.1.5 Transnational Entrepreneurship.....	29
2.1.6 Market Entry Strategy.....	30
2.1.7 Business Identification Number (NIB).....	33
2.1.8 Certification.....	34
2.1.9 Empathy Map Analysis.....	37
2.2 Previous Research Studies.....	38

2.3 Conceptual Framework.....	38
CHAPTER 3: RESEARCH METHOD.....	40
3.1 Research Design.....	40
3.2 Data Collection Method.....	40
3.3 Sampling Method.....	42
3.4 Method of Analysis.....	42
3.5 Data Collection Method Flow.....	45
CHAPTER 4: STRATEGY, ANALYSIS, AND FORMULATION OF BUSINESS MODEL.....	48
4.1 Company Profile.....	48
4.2 Business Scope.....	49
4.3 Entry Strategy.....	50
4.4 Empathy Map Analysis.....	51
4.5 Tripple-Layered Business Model Canvas.....	54
4.6 Integrating Triple-Layered Business Model Canvas.....	73
4.7 Financial Plan.....	74
CHAPTER 5: CONCLUSION AND RECOMMENDATION.....	77
5.1 Conclusion.....	77
5.2 Action Plan.....	80
5.2.2 Long-Term Action Plan.....	82
5.3 Performance Parameter.....	83
References.....	84
APPENDICES.....	90
APPENDIX 4.	100