Abstract

This paper discusses the business model & organization structure of Swapcard (a company that I am interning in), which is a networking mobile application mainly used for B2B events. I am currently doing an internship in this company for 7 months, in April – October 2016, as a Business Developer and Sales, handling various responsibility such as bug testing, sales, lead sourcing, customer satisfaction, community management and, most importantly, as an early developer of the company.

In this paper I discussed Swapcard's positioning in the events application industry, its financial figure, organizational structure and human resource system which is implemented in the company. Besides all those, a bulk of this paper discusses the sales process for Swapcard, the challenges and improvements that could be made for both the application and the sales process.

I ended this paper with discussing the potential that Swapcard for their further research and development and to achieve a unique positioning as Saas (Software as a Service) and bring Swapcard to the next level in the industry.