

New Service Development Process in Micro, Small and Medium Enterprises (MSMEs): An Indonesian Case Study

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Abstract

Service constitutes a large role in economy today. Hence, attention to the importance of service development is increasing nowadays. The new service development process particularly in Micro, Small and Medium Enterprises (MSMEs) can be very challenging. Service development processes in MSMEs turn to be different compared to large companies, because of the different characteristics of MSMEs. They tend to have limited financial resources, smaller top management team, less employees, lack of information about competitors, etc. To address this issue, this study aims to achieve better understanding on how the new service development is processed in MSMEs. Multiple case studies were carried out in this study. In-depth interview were conducted with four Indonesians MSMEs in service sector, focusing on companies which deliver the service directly to the customers. This study provides a broad picture on how MSMEs manage to do the stages of NSD process by leveraging their strengths. This process framework of new service development in MSMEs can be used by entrepreneurs who want to set up new business or enhancing the company's competitiveness.

Keywords

New Service Development; Business Development; Micro, Small and Medium Enterprises

Biography

Ilma Nurul Rachmania holds Master of Science in Management from Institut Teknologi Bandung. She earned her bachelor degree from Business Administration, Padjadjaran University. She serves as academic tutor in undergraduate program School of Business Management, Institut Teknologi Bandung. Her research interest areas are service management, supply chain management and operation management.

Merlyn Rakhmaniar graduated from Master of Science in Management, Institut Teknologi Bandung. She earned her bachelor degree in Industrial Engineering from the same institution. Currently she is an independent scholar with research interests include operations management, supply chain, product and service development, quality management, etc.

Santi Setyaningsih holds Master of Science Management, Institut Teknologi Bandung, Indonesia. She worked as a Business Planner in PT. Bank Danamon Indonesia for about 1.5 years focusing on Small Enterprises Mass Market. Her role involved managing the monthly financial report about KPI performances of sales and its business. Furthermore, she had been experienced to do some projects related to Supply Chain Management in Danone Aqua Indonesia as a Supply Chain Collaboration Executives which managed West Java area. Currently, she is working at Millward Brown Indonesia as a Research Executives that gives some insights related to the brand development. She intends to make some researches about service industry and supply chain management.