Business Development Strategi Formulation:

Lessons Learned from Body Care Startup

INTERVIEW PROTOCOL & INTERVIEW TRANSCRIPT

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Malang

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INTERVIEW PROTOCOL

Research title : formulation of Milab's business development strategy
Time:
Date:
Places:
Interviewer:
Source:

A. Text Before the Interview

Introduce my name Rintany Zulfah Khoyriyah. I am a student of the entrepreneurship study program at Bina Nusantara University, Malang campus. Thank you for being willing to participate in a research interview. As I mentioned to you earlier, my study seeks to recommend strategy formulations for Milab businesses using an internal audit approach and external auditing, an alternative strategy. SWOT and QSPM. My interview today will last about an hour, and I will ask you about the company's vision, business processes, internal factors, and external factors.
[Review aspects of the form of consent]

Do I get your consent or permission (or not) to record video and/or audio of our conversations? YES / NO

If yes: Thank you! Please let me know if at some point you want me to turn off the recorder or keep something you said *off the record.*

If not: Tetima love to let me know. I'll just take notes from our interview.

Before we start the interview, do you have any questions for me?

[Discuss questions]

If any questions arise at any point in the study, you can feel free to ask them at any time. I would love and be open to answering your questions.

B. Internal Interview Text

1. In this business, what position do you have today ?
2. What is the name of your business and what field is it?
3. What motivates you to run a business?
4. How long have you been in the business?
5. What problems do you face during business ?
6. How is the business strategy implemented to solve this problem?
7. Does this strategy solve the problem?

8. If not, are there any other strategies that you and your planning team have been in before?
9. What is your business vision and mission? What do you consider when preparing the vision of the mission?
10. What political factors affect your business?
11. What economic factors play a role in your business?
12. What social factors affect your business?
13. What technology factors affect your business?
14. What industry competition factors such as new businesses, new products, suppliers and competitor competition that affect your business?
15. How are the management functions such as planning, organizing, motivation, staffing and controlling happening to your business?
16. How does the marketing factor happen to your business?
17. What are the financial factors that occur in your business?
18. How are the production and operational factors happening to your business?
19. How do information system management factors happen to your business?
20. What is the research factor that occurs in the business anda?

C. Interview Closing Text

Before we end this interview, is there anything about business strategy, internal factors, and external factors in your business that you want to convey.

Thank you for your time and willingness to answer my interview.

Interview Protocol was adopted from Castillo-Montoya (2016).

Interview Transcript 1

Research title : Formulation of Milab's business development strategy
Time : 7 p.m.
Date : 25/11/2021
Place : Online
Interviewer : Narendra
Source : Dearni Yesika Putri

1. Can you introduce what name and position do you have right now ?
   Hello my name is Dearni Yesika commonly called Yesika for now holding the position of CEO of Milab.

2. Why be interested in being CEO?
   If you want to be from the beginning of this business the desire to become a CEO actually does not cross the way but I gain the trust of my friends or partners to assume responsibility. Become CEO.

3. What is the name of your business and what field is it?
   Milab's business name, Milab is engaged in the field of care and beauty. Milab's main product is *"smoothe and glow body serum"*.

4. Do you know the difference with skincare?
   The difference in skincare is more to the skin of the face so it is more sensitive and the ingredients are different so we belong to body care.

5. What motivates you to run a business?
   What we can know now is that the government supports the existence of local products and now consumers or influencers are very supportive of local products. This milab appears in the pandemic, but we think in this pandemic time is the right time because consumers have plenty of time to get themselves.

6. How long have you been in the business?
   Actually I'm the same team there's this idea of an end of 2020 estimate of August or November, an estimate of a one-year process.

7. Can you explain how progress?
   Of course choosing a factory that will work with us that suits our character, actually it's tricky because a lot of history many brands are deceived and MOU that even harms the wrong one party, even though it's mou lo. So we passed the sample, endorser selection, and so on until now it has been sold and passed the launching process.

8. What are the problems you face today during business?
   Maybe for those of us who build a business the problem is the challenge is when we have done the launching process and our sales are still fumbling how our product appears on the surface between With so many new products emerging,

Milab has to figure out how to bombard consumers because of the beauty point of view according to Milab or Milab value. Brand storming and branding.

9. How is the business strategy implemented to solve this problem?
   Like a new business that focuses on branding must get consumer awareness of the product first, so our initial strategy is only to endorse, collaborate on events, and integrate with the product. Ads that are already on social media. Continue Milab on his social media is also not boring to same visitors social media we actually what the value we offer from Milab's own products.

10. Does this strategy solve the problem?
    I think and the strategy team I mentioned earlier is good enough especially to increase awareness, but me and the team still need to learn again, especially if we still need to learn more. The algorithm we set.

11. If not, are there any other strategies that you and your planning team have had before?
    My team and I continue to learn about strategy with more experienced parties who are in similar business such as there is a business mentor or business account on social media. For details we are still negotiating with the team in the next quarter.

12. What is your business vision and mission? What do you consider when preparing the vision of the mission?
    Milab Vision: Can be a trusted, safe, and high-quality local beauty brand suitable for various skin types in Indonesia.
    Milab's mission:
    - Produce safe and quality products according to various skin types, especially Indonesia.
    - Provide quality service to all customers.
    - Continue to innovate to produce products with the best quality in the future.

    This mission vision is made so that this business is a straight path , so the consideration is to make this mission vision the first business goal, then differentiation or excellence. What we want to show or we highlight between our competitors, so this mission vision is made even though there are competitors still sustaining.

13. What political factors affect your business?
    Political factors that affect Milab products, as I said earlier, the rise of local products supported by the government as evidenced by seminars and training on related topics , namely In the development of local products, the government also reduces foreign products to enter Indonesia , this encourages local products to be more prominent.

14. What economic factors play a role in your business?
    Just like other businesses, namely production, distribution, marketing, and other costs.

15. What social factors affect your business?
    Maybe the value we take us that breaks the stigma that beautiful must be white which is where Milab wants brainstorming especially Indonesian women to be confident in the same typical skin. Actually most are not white which cannot be denied exposure to the sun almost every day, we support by making products that make the skin look healthy. Without instant whitening.

16. What technology factors affect your business?
    Used production process and marketing process, which we are not home industry so produce with technology provided by the factory and for marketing we need technology to socialize media and advertising.

17. What industry competition factors such as new businesses, new products, suppliers and competitor competition that affect your business?
    It is said that for the competition we will always compete as long as there will always be competitors, if that affects the business may be more competitor competition which is the same as I said new products always When it appears, local products are getting more crowded so the supplier's strength is getting bigger and we have to get around to the supplier only.

18. How are the management functions such as planning, organizing, motivation, staffing and controlling happening to your business?
    For this is actually held by three Milab people who are different positions, because held by the three of us are more aware of each other's responsibilities in this Milab, besides paying attention to discipline and time management, because the three of us each process completing S1 educators.

19. How does the marketing factor happen to your business?
    Marketing factors for now we are already doing marketing in Facebook ads. TikTok ads, Instagram ads, we also appear at Srikandi events. Perhaps a very influential marketing factor of endorsements, with the term poisoning greatly affecting Milab's sales.

20. How do financial factors happen to your business?
    The financial system of our business Milab is "cost base pricing" based on the costs we spend, but not separated from our efforts that make high end products that are low budget.

21. How are the production and operational factors happening to your business?
    Our own production factors need cooperation with the maklon / factory, we also have primary, secondary and perfume packaging suppliers. And for our operational packaging for shipping and marketing activities. So for production is held by third parties and our own operations.

22. How do information system management factors happen to your business?

Maybe currently can still track from engagement from Facebook ads and TikTok ads so it can be seen from this activity can be seen Milab's performance whether significant or not.

23. How does research work on your business?

The research that we initially do is to choose factory, perfume, ingredients, and research is also done by a factory that has been guaranteed, for fear that we hold it ourselves or ordinary people are afraid not to guaranteed so that r&d is done by the factory and submitted samples and we can correct the sample.

Interview Transcript 2

Research title : Formulation of Milab's business development strategy
Time : 16.00 WIB
Date : 25/11/2021
Where : Online
Interviewer : Narendra
Source : Hanisavila Princess

1. Can you introduce what name and post you have right now?
   My name is Hani Savila Putri, my position in this business is CMO.

2. Why take that position?
   Because in the structure Milab has been divided into several parts and I take marketing to market, introduce the product to people.

3. What is the name of your business and what field is it?
   My business is engaged in beauty or body care, especially body serum.

4. What motivates you to run a business?
   Wanting to make something new in the world of body care, so far the average focus on brightening, Milab products in addition to focusing on brightening as well. Suitable for tropical climate, moisturizing, and also luxurious fragrance and has a glitter so different from other local products in the market, so milab products are still There are rarely local products like Milab, so it's different from the others.

5. How long have you been in the business?
   About 2 months

6. What are the problems you face today during business?
   The problem must exist yes, so the initial problem of the production of many products after being shipped is not all of them, or the packaging is flawed so it needs to be returned and repaired. Continues also problems and I from marketing, for marketing itself has problems to introduce new products, how Milab to introduce to many people is still a lot. The challenge.

7. How is the business strategy implemented to solve this problem?
   The strategy for yesterday's product, our team did quality control so that the product was checked one by one again by us whether it was worthy or not accepted by consumers, so before the product It is accepted by the consumer that we have checked so that before the product is delivered to the consumer it is already good. Then for other problems and how to overcome the marketing problem, the problem is we create content every day on TikTok and reels, we also advertise TikTok, Shopee, also Instagram, also market it also endorse influencers so that the product is better known.

8. Does this strategy solve the problem?
   Already, but there needs to be more improvement, so teamwork is also necessary.

9. If not, are there any other strategies you've had with your previous planning team?
   For plan b or the solution of the existing problem we usually discuss it again, what the problem is faced and create a new strategy.
   If for packaging problems it is actually enough, but the duration is lama. So we're asking for more quicker or more responsiveness. If the marketing is lacking, it's the solution to increase marketing, So for example usually advertising only on one platform we will improve on another platform, and sniff even more with a new concept.

10. What is your business vision and mission? What do you consider when preparing the vision of the mission?
    Milab Vision: Can be a trusted, safe, and high-quality local beauty brand that is suitable for various skin types in Indonesia.
    Milab's mission:
    - Produce safe and quality products according to various skin types, especially Indonesia.
    - Provide quality service to all customers.
    - Continue to innovate to produce the best quality products in the future.

    We have this mission vision because it is compatible with our brand , which is to be a local beauty brand that is trusted, safe, and quality and has good service and Good product.

11. What political factors affect your business?
    We in a country must have income, especially the most important economic factors. The government is also supporting the existence of local products such as MSMEs, Milab sees this as a benefit of this good condition, as an opportunity for local brands to develop in Indonesia. With the support of the government and the support of MSMEs themselves, right because of the many local brands of beauty products that have sprung up lately.

12. What economic factors play a role in your business?
    Because the level of purchasing power of people's products is high, and the person buying cosmetic products is very high in Indonesia so the purchasing power is large. Then in the pandemic period like this, the economy in Indonesia was declining because of the pandemic, so our product was as a hope for local products that can be proud and have a good impact. economic growth in Indonesia.

13. What social factors affect your business?
    Socially, like Milab products it becomes a necessity for the community every day we use body care products, such as bath soap or facial soap, continue to moisturize. Well Milab wants to be a part of itself, part of the community so that

the needs of the community want to appear with healthy, bright, and terawatt skin that is fulfilled in style. A good life becomes his body.

14. What technology factors affect your business?
    For the technology factor, now because of the access to technology milab uses the internet as an opportunity. Milab itself still sells its products online, in addition to selling online. Milab also uses technology facilities to manage its business, such as using software on the computer and then placed on the drive, so that teams outside the city can also use the software on the computer. See whether the work has been completed or not, can monitor from afar and also marketing activities are also done online and marketed online utilizing existing software and internet facilities itself.

15. What industry competition factors such as new businesses, new products, suppliers and competitor competition that affect your business?
    Of course there is, because in the field of beauty itself is crowded very many replacement products Milab, so it is our own challenge how our products are known as The number of products in the market today so that starting from packaging, texture, ingredients, and others , Milab thinks about how Milab can meet the needs of skin in Indonesia. It's not in other products yet.

16. How are the management functions such as planning, organizing, motivation, staffing and controlling happening to your business?
    Milab's own business has an organizational structure there are currently three structures, because founder Milab there are 3 so there is a CEO, COO, and CMO. The three founders have their respective positions and job respectively to manage Milab's business.

17. How does marketing happen to your business?
    For marketing we manage, because at the moment the busiest is marketing because it is already the stage of production, research and others it has passed now all or three of these as well. Both do marketing especially me, manage social media e-commerce creating content, editing, and making videos and managing ads.

18. How do financial factors happen to your business?
    Milab's finances are regulated by the COO, he is responsible for finance. For Milab's finances it is already good, cash in and out as well and divided equally.

19. How are the production and operational factors happening to your business?
    For production and operational factors, we use cosmetic factory services, so we make the product with our design, after that the factory will make the product and we will arrange the contents, packaging, and more. So we do research and test the product, whether it is worth marketed or not yet, if it is then the production will be sent to us and then marketed. And when the product has come to us, it's us marketing, sending it to consumers, so it's us who regulate the amount of stock and more.

20. How is the management factor of the informs system that occurs in your business?

    We use journal applications, and photo edit, can use from a mobile phone or laptop, and we founders must always be connected, whether through group chat or office software that has been made so know our job.

21. How does research work on your business?

    Research and Rnd was done long before the product was made, so we research what products are needed by consumers, then we make that product, do a 6x trial or moreover, looking for the right content and texture, moisture, and effectiveness, when the product is allowed to our body we test research from the beginning To our own bodies and friends around whether suitable or not, do a market test so that milab products are created until now.

Interview Transcript 3

Research title : Formulation of Milab's business development strategy
Time : 16.00 WIB
Date : 25/11/2021
Place : Online
Interviewer : Narendra
Source : Rintany Zulfah K

1. Can you introduce what name and position do you have right now ?
   To name me Rintany, Iam in this business as Owner, CFO, and COO.

2. What is the name of your business and what field is it?
   My business name Milab stands for Milky Lab and is engaged in body care.

3. Can you explain why the bus became CFO and COO?
   Milab is actually built from the first 3 owners, CEO, CFO, and CMO. Actually the operation itself is run by the 3 people but for delivery, storage, and stock updates I am responsible.

4. What motivates you to run a business?
   The first in Indonesia itself is a large enough market so that there is a promising opportunity, can be seen every year continues to grow cosmetic products proven in the pandemic. The industry is quite stable. And furthermore, we realize that these cosmetics are important, these cosmetics are not only about makeup, but also body care, skincare, or other body care. Where people began to care about skin health care, they were not only women but also men and children.

5. How long have you been in the business?
   If from the emergence of the idea already a year ago but to run only 2 months ago, launched in October.

6. Can you explain how you've progressed over the past two months?
   For the progress during these 2 months we are still focused on brand recognition, so we follow the existing marketing trends.

7. What are the problems you face today during business?
   Actually there are 3 main problems, the first is marketing which is still in the process of brand recognition so it has not included positioning in our marketing. Second, we still rely heavily on suppliers who in the manufacture of our products are assisted by beauty factory. And the third is the lack of experience in the cosmetic industry actually these 3 owners already have their own business but nothing is focused on the cosmetic industry itself.

8. How is the business strategy implemented to solve this problem?

The first one focuses on brand awareness so we are still following the existing marketing trends. The second we continue to learn to understand the industry perhaps with seminars or coaches.

9. Does this strategy solve the problem?
   Maybe more will be resolved, but we will continue to try to make other strategies planned.

10. If not, are there any other strategies that you and your planning team have had before?
    Of course there are other strategies, create campaigns about our positioning, cooperate with other brands or collaborations, and maybe later this Milab cooperates with doctors or doctors. laboratories outside the pabrik to be able to further develop the product.

11. What is your business vision and mission? What do you consider when preparing the vision of the mission?
    Milab Vision: Can be a trusted, safe, and high-quality local beauty brand that suitable is used for various skin types in Indonesia.
    Milab's mission:
    - Produce safe and quality products according to various skin types, especially Indonesia.
    - Provide quality service to all customers.
    - Continue to innovate to produce the best quality products in the future.

    What makes our consideration in preparing milab's mission vision is our own actual product, which is designed with the aim of resolving skin problems that are often experienced by the people in the world. Indonesia and can be used by all skin tones with the same benefit so we always try to provide quality products.

12. What political factors affect your business?
    For political factors, it refers to government policies that strongly support the existence of local brands that are proven to be seminars and training for local cosmetic brands and government policies. Again, by reducing the import of outside brands so that local brands can grow.

13. What economic factors play a role in your business?
    For economic factors talk to the large market opportunities in Indonesia, which is a promising segment which from women widens to men and children and body care is used as the main need.

14. What social factors affect your business?
    This social factor is very influential because the beginning of this product is made from social factors where this product is made or designed to be used in all skin tones that break the skin tone. There is a standard beauty.

15. What technology factors affect your business?

For this technological factor is very active role yes in marketing which helps to reach a wider market , and this technology factor also affects the production process where we using machines that facilitate, accelerate, or maintain the quality of our products.

16. What industrial competition factors such as new business, new products, suppliers and competitor competition that affect your business?
    This supplier is very important, because our production is assisted by the factory so that this factory is the main factor and we are very helpful because of course we have not been able to produce it ourselves. . Furthermore, for competitors in the cosmetic industry there are so many new businesses that we ensure or compete to develop this product or at least maintain this product. product quality.

17. How are the management functions such as planning, organizing, motivation, staffing and controlling happening to your business?
    For planning we always have discussions with the team of course, whether it's marketing planning, operations, or forecasting.

18. How does the marketing factor happen to your business?
    For marketing itself because we are still 2 months so we are still following the flow of industry trends, but marketing is always planned every week as talked about earlier, maybe In the next 2 months we will include positioning in our marketing.

19. How do financial factors happen to your business?
    For its own finances, Milab is actually good enough because it already sells most products. But for product development maybe we will re-invest or seek outside funding.

20. How are the production and operational factors happening to your business?
    For our own production we are still assisted by factories and other suppliers so that we can ensure the quality of the product, and we have also registered our products with BPOM.

21. How do information system management factors happen to your business?
    For data collection we use OneDrive, and for this finance we use Journal.id application which is suitable for beginners.

22. How does research work on your business?
    For research we are still assisted by the factory, but in the future maybe we will work with people who are experts in their fields so that we can access more information from the company . raw materials of the product

INTERVIEW PROTOCOL

Research title : Formulation of Milab's business development strategy
Time:
Date :
Place :
Interviewer :
Source :

A. Text Before the Interview

Introduce my name Rintany Zulfah K. I am a student of the entrepreneurship study program at Bina Nusantara University, Malang campus. I would like to thank you for being willing to participate in my research interview. As I mentioned to you earlier, my study sought to recommend strategy formulations for Milab's business using an internal audit approach and external auditing, strategy. Swot and QSPM alternatives. My interview today will last about an hour and I will ask you about the company's vision-mission, business processes, internal factors, and external factors.

[Review aspects of the form of consent]

Do I get your consent or permission (or not) to record our video and/or audio conversations ? YES / NO

If yes: Thank you! Please let me know if at some point you want me to turn off the recorder or keep something you said *off the record.*

If not: Tetima love to let me know. I'll just take notes from our interview.

Before we start the interview, do you have any questions for me?

[Discuss questions]

If any questions arise at any point in the study, you can feel free to ask them at any time. I would love and be open to answering your questions.

B. Interview Text

1. How do you describe yourself? Like origin, gender, job, attraction, character?
2. What are your reasons or motivations for using Body care?
3. What are your considerations in choosing and buying a Body care brand?
4. What are the problems you've had with body care ?
5. Why did you choose to use Milab?
6. What are the advantages of Milab?
7. What are the disadvantages of Milab?
8. Do legality factors such as BPOM permits influence your decision to buy Milab?

9. Are there any social factors that influence you to use Milab? For example , brand reputation, friend advice, testimonials, want to be beautiful?
10. Are there any technological factors that influence you to use Milab?
11. Did you buy Milab because you saw Milab reviews on sosmed, online stores and news?
12. Why do you want to use MILAB even though the new body care product is launched?
13. Where do you know milab products ?
14. Where did you buy milab?
15. Are Milab products easily available to consumers?
16. Do you think the selling price of Milab is right?
17. What are your expectations when buying Milab products?
18. Do you think milab products are in line with your expectations?
19. Do you think the product is in accordance with the claims given?
20. After trying the product, what do you think the texture of Milab body serum has?
21. Do you like the texture you give ?
22. Do you like the packaging that Milab gives for its products?
23. What do you want to improve the quality of Milab products and services?

C. Interview Closing

Before we end this interview, is there anything about business strategy, internal factors, and external factors in your business that you want to convey.

Thank you for your time and willingness to answer my interview.

Interview Protocol was adopted from Castillo-Montoya (2016).

Castillo-Montoya, M. (2016). Preparing for Interview Research: The Interview Protocol Refinement Framework. *The Qualitative Report, 21*(5), 811–831. https://nsuworks.nova.edu/tqr/vol21/iss5/2?utm_source=nsuworks.nova.edu%2Ftqr%2Fvol21%2Fiss5%2F2&utm_medium=PDF&utm_campaign=PDFCoverPages

Interview Transcript 1

Research title : Formulation of Milab's business development strategy
Time : 2 p.m.
Date : 14/12/2021
Place : Online
Interviewer : Rintany Zulfah K
Source : Ifa Afifah

1. How do you draw yourself? Like origin, gender, profession, interest, character?
   The origin of ponorogo, female gender, student profession.

2. What are your reasons or motivations for using body care?
   Fix skin problems.

3. What are your considerations in choosing and buying a body care brand?
   In my opinion, in buying a body care it has benefits that are included in a product.

4. What problems have you experienced while using body care?
   The problem I experience when using body care is the product I buy or that I use is not in accordance with my skin type.

5. Why did you choose to use Milab?
   I choose to use Milab which is to answer all the skin problems that I am experiencing.

6. What are the advantages of Milab?
   The advantage of Milab is that it quickly soaks and moisturizes the skin.

7. What are the disadvantages of Milab?
   I think milab's shortcomings, packaging that is less attractive.

8. Do legality factors such as BPOM permits influence your decision to buy Milab?
   In my opinion, yes greatly affects the legality factor of BPOM licensing.

9. Are there any social factors that influence you to use Milab? For example , brand reputation, friend advice, testimonials, or others?
   There are no social factors that affect me using Milab.

10. Are there any technological factors that influence you to use Milab?
    If I think there are technological factors that affect me using Milab such as ads presented by Instagram or Shopee or others.

11. Did you buy Milab because you saw Milab reviews on social media, online stores and news?

If I think when I buy Milab of course I most importantly see reviews of milab products.

12. Why do you deign / dare to use Milab even though the body care new product is launched?
    I am pleased because Milab has many reviews from many influencers.

13. Where do you know milab products?
    I know Milab products from Instagram

14. Where do you buy Milab products?
    I bought Milab products from Shopee

15. Are Milab products easily available to consumers?
    If I think Milab products are very easy to get by consumers.

16. Do you think the selling price of Milab is right?
    If I think the selling price of Milab is right

17. What are your expectations when buying Milab products?
    My hope when buying Milab products is that, brightening also protects from UV from the sun.

18. Do you think milab products are in line with your expectations?
    If I think milab products are in accordance with what I want

19. Do you think the product is in accordance with the claims given?
    If I think the product is in accordance with the claims given

20. After trying the product, what do you think the texture of Milab body serum has?
    If I think the texture that Milab has is smooth and soft on the skin.

21. Do you like the texture you give?
    I really like the texture I give.

22. Do you like the packaging that Milab gives for its products?
    I do not like the packaging provided by Milab, it should be like there are additions or more attractive packaging so that the packaging provided has attractive value to its consumers.

23. What are your suggestions for improving the quality of Milab products and services?
    If the advice from me the first packaging must be improved again and the quality of service in Shopee is further improved.

Interview Transcript 2

Research Tittle : Formulation of Milab's business development strategy
Time : 1:00 p.m.
Date : 16/12/2021
Where : Online
Interviewer : Rintany Zulfah K
Source : Leony Evelyn

1. How do you describe yourself? Like origin, gender, profession, interest, character?
   I am from Medan, a woman, a student, and an interest in art.

2. What are your reasons or motivations for using body care?
   Alasan uses body care to fix skin problems and up my body care

3. What are your considerations in choosing and buying a body care brand?
   The consideration I choose a body care is the price and claim

4. What problems have you experienced while using body care?
   Many times when buying body care I do not get the benefits that I really have to get from buying a product and difficulty adjusting my skin type to existing products.

5. Why did you choose to use Milab?
   I use Milab because I found what I was looking for in Milab

6. What are the advantages of Milab?
   Advantages of Milab I like the shimmer effect and long-lasting fragrance

7. What are the disadvantages of Milab?
   I think the shortcoming of Milab is the packaging that is less neat.

8. Do legality factors such as BPOM permits influence your decision to buy Milab?
   yes

9. Are there any social factors that influence you to use Milab? For example , brand reputation, friend advice, testimonials, or others?
   Friend's advice

10. Are there any technological factors that influence you to use Milab?
    Do not

11. Did you buy Milab because you saw Milab reviews on social media, online stores and news?
    Do not

12. Why do you want to use Milab even though the new body care product is launched?
    It's been bpom and is the advice of my friend.

13. Where do you know milab products?
    From Instagram ads

14. Where do you buy Milab products?
    Expo Binus di Matos

15. Are Milab products easily available to consumers?
    Yes

16. Do you think the selling price of Milab is right?
    It's right

17. What are your expectations when buying Milab products?
    In accordance with the claims given and durable fragrance

18. Do you think milab products are in accordance with your expectations ?
    Yes

19. Do you think the product is in accordance with the claims given?
    Pretty appropriate

20. After trying the product, what do you think the texture of Milab body serum has?
    Like body lotion in general.

21. Do you like the texture you give?
    Yes

22. Do you like the packaging that Milab gives for its products?
    For packaging I don't like it.

23. What are your suggestions for improving the quality of Milab products and services?
    My advice should be to improve the quality of packaging.

Interview Transcript 3

Research title : Formulation of Milab's business development strategy
Time : 1:00 p.m.
Date : 20/12/2021
Place : Online
Interviewer : Rintany Zulfah K
Source : Giani Kirana

1. How do you describe yourself? Like origin, gender, profession, interest, character?
   Hello introduce my name Giani Kirana Cahyarani, as long as I am from Malang City, I am a woman at this time my busy life is focused as a final student who works on thesis and running a side startup business in the field of convection, for my interest likes things that smell with fashion and self-care such as makeup, skincare, or things. Other self-care. I tipikal people who do not want to be complicated, find easy, that's it.

2. What are your reasons or motivations for using body care?
   My motivation is to use body care, one of which is because the body includes investment assets, sorry one of the bodies including assets must be maintained so body care is one form of investment. I towards myself so that in the future, age increases do not look old or feel old, and maybe with body care is a form of my gratitude. To the body that helps me in everything so feeling grateful anyway.

3. What are your considerations in choosing and buying a body care brand?
   Consideration in choosing and buying body care anyway in my opinion especially it's quality, the second price anyway. It may be optional, whether in getting body care it requires more effort or not.

4. What problems have you experienced while using body care?
   The problem that I experienced fitting body care use is usually, the composition or material used, rich for example when the body care is applied to the body is so rich sticky that , if the missal gets wet slippery - slippery how to make it a bit uncomfortable. There is for example body care for example for wudhu it is difficult to avoid that, so the time of obstacles is not a problem, but if every day without obstacles that makes I think "use no yes, later if use what complicated also must also be replied, rubbed until clean, or so, how about wudhu time how, that's what I think that" if usually body care is indeed fragrant but the ends even stick in the closet, it's complicated.

5. Why did you choose to use Milab?
   The reason I use Milab is because this is a bad claim that is just whitening that anyway, it's good for me to be interested about it among the many body care spread in Indonesia on average or mostly yes almost everything it claims is make our skin is white, while I am self-aware that my skin is difficult white more to tan.

That is, if my skin is I love body care that whitening fear I make gray that, while milab claims it no more support tropical skins , makes interested anyway, besides that the fragrance of the best, literally the best means that it smells of fragrance that makes dizziness that is, the fragrance claims the perfume YSL Black Opium it It makes you interested honestly, there is also glitter get excited when using the product. The price is cheap, meaning by that size and the price is worth it and it turns out that when applied to my skin it moisturizes it just like that, likes.

6. What are the advantages of Milab?
   I think the value of Milab products that first there is no whitening so support all types of skin colors, continue the second fragrance is right to my taste, continued the The third there is glitter more or less glowing skin, the fifth and the most important milab although rinsed is what is easy to rinse, sticky and hard. Doubt this wudhu legitimate or not clean or not yes. So make everyday excited to wear Milab, that's it.

7. What are the disadvantages of Milab?
   I think the shortcomings of Milab products are in the packaging anyway, somehow the lid is difficult to close again after use, so it takes extra energy until the sound of a new click can close, while on the other hand I am a bit hasty if I want to go so these worries have been close or no yes? later if not click spilled no yes, so make me alert. So packaging can be improved anyway, for example replace what other models or in the form of pump continue it anyway. Overall good packaging, maybe for the impression of more premium times yes, replaced the sticker temple that doing so that really arises from the packaging rich packaging Pantene shampoo or Vaseline that is yes so that it can be more premium impression, continue to also apologize this is a bit big yes, it is often very much my body. Dry my hands are dry on the trip, so if you bring Milab a bit over big, Maybe in the future it can be added that yes Milab travel size version. That's doing anyway.

8. Do legality factors such as BPOM permits influence your decision to buy Milab?
   Legality factors in BPOM clearly affect purchases in body care products anyway, the problem is that the BPOM can more or less make a sense of security in using BodyCare products so that they can be sure. oh this is no harmful content for my body does not make my body damaged , if there is no BPOM yes it may be safe just Fear that there may be a naughty, example steroid in body care that or anyway.

9. Are there any social factors that influence you to use Milab? For example , brand reputation, friend advice, testimonials, or others?
   If for social is influential, especially in testimonials, not only in Milab but the overall use of cosmetic products is very influential, more or less rich in the legality of BPOM. Yes, I can make you feel safe and comfortable in using cosmetic products. Oh this has been someone who uses so it seems from the feedback he's okay, so it's okay to try. But if for example want to be beautiful or want to white there is no yes.

10. Are there any technological factors that influence you to use Milab?
    For the technology factor maybe what Shopee Instagram means yes, if it is quite influential because I think the child does not like complicated so if milab is in Shopee Tokopedia which can be reached with click-click will definitely be interested in buying, even repurchase anyway.

11. Did you buy Milab because you saw Milab reviews on social media, online stores and news?
    If I myself buy Milab not because of in social media reviews or online stores anyway but from the power word of mouth yes, so my friend by A friend I say B is delicious lo, so I'm more interested that anyway, what is the term electronic word of mouth if the current language is anyway.

12. Why do you want to use Milab even though the new body care product is launched?
    The reason I dare to use Milab even though it just launched is because the power of WOM was, friends talking about the rich fragrance of Black Opium YSL continues this glitter does not make gray skin. and so on, it makes me rich can be tried, that's the reason, there is also a statement saying that "suitable for all skin type, also support it lo that supports all skin colors It makes me more interested in buying more , taking more steps in my mean.

13. Where do you know milab products?
    Honestly I know Milab products from my friend, then I'm not Instagram anyway.

14. Where do you buy Milab products?
    I bought Milab bazar expo products in Matos

15. Are Milab products easily available to consumers?
    I think Milab products have been easy to buy by consumers both from via Shopee it is very easy to get the product.

16. Do you think the selling price of Milab is right?
    I think with that size and the price is right anyway, it's okay.

17. What are your expectations when buying Milab products?
    Hope I buy Milab products anyway let my skin moist anyway, because my skin typical dry skin type for fragrance, glitter, white is not that expectations are very high. . Just fittingly packed all so satisfied.

18. Do you think the Milab product has matched your expectations and the claims given?
    I think it is in accordance with the claims given, his claim that supports skin color type in tropical climates and suitable for all skin types is very suitable with his claims, very steady.

19. After trying the product, what do you think the texture of Milab body serum has?
    After I tried Milab products, the texture of Milab is moisturizing but not sticky that continues to be also easy to clean means washed with water that can be cleaned if for example Want wudhu not afraid still or not, so it is very suitable.

20. Do you like the texture you give?
    Honestly I like the texture given milab is in accordance with the needs and anxiety of Iam yes, steady

21. Do you like the packaging that Milab gives for its products?
    If for packaging I am less suitable, less practical to be taken where a bit of greatness, to be used fast it is also a little less efficient about the cover needs extra .

22. What are your suggestions for improving the quality of Milab products and services?
    Overall Milab quality is already good living in the defense that the composition of the material used, my suggestion packaging may be beautified polished so that it can not be made travel size or Changed to pump, the rest is okay.

Interview Transcript 4

Research title : Formulation of Milab's business development strategy
Time : 1:00 p.m.
Date : 25/12/2021
Place : Online
Interviewer : Rintany Zulfah Khoiriyah
Source : Isma Elida

1. How do you describe yourself? Like origin, gender, profession, interest, character?
   Introduce my name Isma, I am the gender of a woman, her profession is now a student

2. What are your reasons or motivations for using body care?
   My motivation to use body care is usually for everyday continues if there are problems in our skin for example continue to protect our skin as well.

3. What are your considerations in choosing and buying a bodycare brand?
   I buy the body care brand is usually the brand is usually famous what not, continue the benefits, continue the product is widely used or not many reviews-What a review it is yet, like that.

4. What problems have you experienced while using body care?
   If the problem I have experienced may not fit sometimes sticky on the skin sometimes there appear red spots

5. Why did you choose to use Milab?
   Seeing the existing ads continues to also kind of want to try to kayak how Milab is whether it fits in me or not.

6. What are the advantages of Milab?
   I think that milab is usually directly seep in the skin, continue the fragrance is also delicious, moisturize, continue to appear like shimmer in the skin so more glowing so in my opinion.

7. What are the disadvantages of Milab?
   If the shortage according to Saya is good anyway Milab, just maybe a little improvement in the packaging, because there will be stickers and bottles that is right, it's possible yes

8. Do legality factors such as BPOM permits influence your decision to buy Milab?
   Yes, it greatly affects the BPOM permit, because if there is no BPOM permit I can doubt the brand they sell, usually that is.

9. Are there any social factors that influence you to use Milab? For example , brand reputation, friend advice, testimonials, or others?

What is the social factor like, huh?
If the social factor as exemplified as such may be yes, maybe, I will see it in the ad so yes I wonder how , I continue to check the testimonials also he said it's good, so I want to try it, it's affected.

10. Are there any technological factors that influence you to use Milab?
    I'm not sure if I don't know.

11. Did you buy Milab because you saw Milab reviews on social media, online stores and news?
    Yes, I saw the reviews that were in his social media and also I saw in his Shopee

12. Why do you want to use Milab even though the new body care product is launched?
    Because it's BPOM.

13. Where do you know milab products?
    On Instagram it's the same in ads

14. Where do you buy Milab products?
    By Shopee

15. Are Milab products easily available to consumers?
    Yes, it's very easy to get.

16. Do you think the selling price of Milab is right?
    I think it's right with the price in that way with the content that we get with a fairly large content to us exactly

17. What are your expectations when buying Milab products?
    If I yesterday bought this Milab product hope I want to moisturize my skin and also better protect this skin from UV exposure, continues because it says this product It smells good so I want to try

18. Do you think milab products are in line with your expectations?
    Yes, in accordance with expectations

19. Do you think milab products have been in accordance with the claims given?
    I think it's quite in accordance with the "claim" given.

20. After trying the product, what do you think the texture of Milab body serum has?
    Condensed continues to be easy in blend easy to absorb

21. Do you like the texture you give?
    I like it not sticking on the skin.

22. Do you like the packaging that Milab gives for its products?

A little less

23. What are your suggestions for improving the quality of Milab products and services?
    If my advice yes maybe it's packaging repaired again anyway, already it's aja

    Milab's spirit

Interview Transcript 5

Research title : Formulation of Milab's business development strategy
Time : 6 p.m.
Date : 03/01/2022
Place : Online
Interviewer : Rintany Zulfah K
Source : Muhammad Ihsan

1. How do you describe yourself? Like origin, gender, profession, attraction, character?
   Introduce my name Muhammad Ihsan, male, from Malang, and currently running a small business in Malang. I'm interested in fashion.

2. What are your reasons or motivations for using body care?
   Of course for everyday needs.

3. What are your considerations in choosing and buying a body care brand?
   The consideration is definitely from other buyer reviews and product composition and product benefits

4. What problems have you experienced using body care?
   Body care problems used less give good results, which is the same before and after use

5. Why did you choose to use Milab?
   I bought this for my sister's a year-old gift, so it wasn't for me. But I also use it often because it is delicious, and I think it can still be used for men.

6. What are the advantages of Milab?
   The advantages that I felt the first time it smelled yes, when my sister wore it fragrance could be at home, so it was the first impression that made me interested in trying it. . After using anyway in my opinion in addition to the excess fragrance of the body serum is more moisturizing in my skin that tends to dry

7. What are the disadvantages of Milab?
   Lack in my opinion in the bottle anyway, because with a very liquid texture, I think it is not suitable in the model of such a bottle, because it fits squeezed the product, so it comes out. A lot. Even the right poured has not squeezed the product has come out, Haha. Or is the concept automatic?

8. Do legality factors such as BPOM permits influence your decision to buy Milab?
   Yes, it affects, because it proves that the product is safe, so the guarantee is

9. Are there any social factors that influence you to use Milab? For example, brand reputation, friend advice, testimonials, or others?
   The social factor is more about the same testimony of advertising.

10. Are there any technological factors that influence you to use Milab?
    More to advertising , I guess.

11. Did you buy Milab because you saw Milab reviews on social media, online stores and news?
    I know the product from my sister, but to buy I know on twitter and ads on Instagram

12. Why do you want to use Milab even though the body care product is new in launching?
    Review and BPOM

13. Where do you know milab products?
    From my sister, check out twitter recommendations, and Instagram ads.

14. Where do you buy Milab products?
    By Shopee

15. Are Milab products easily available to consumers?
    Easy to buy at Shopee and TikTok shop ya as I want

16. Do you think the selling price of Milab is right?
    Already

17. What are your expectations when buying Milab products?
    Hopefully my sister is happy Hehe, if the expectations of the product as claimed by Milab itself yes, moisturize and smell durable.

18. Do you think milab products are in line with your expectations?
    already

19. Do you think milab products have been in accordance with the claims given?
    already

20. After trying the product, what do you think the texture of Milab body serum has?
    The texture is liquid but that's what makes the product quickly sink in so it's not sticky.

21. Do you like the texture you give?
    Very fond

22. Do you like the packaging that Milab gives for its products?
    Lack, as I said earlier less synchrony between the texture and the bottle

23. What are your suggestions for improving milab's product and service cauldron? Maybe it can be replaced by the bottle or made in such a way that it fits the same texture, because the texture I think is good anyway.

Interview Transcript 6

Research title : Formulation of Milab's business development strategy
Time : 10:00
Date : 05/01/2022
Where : Online
Interviewer : Rintany Zulfah K
Source : Amira Jafra

1. How do you describe yourself? Like origin, gender, profession, interest, character?
   Either sis, my native Surabaya, is still in school, interested or enthusiastic to try beauty products

2. What are your reasons or motivations for using body care?
   To moisturize the skin and take care of the skin every day

3. What are your considerations in choosing and buying a bodycare brand?
   The consideration of buying this body care from the review and its benefits

4. What problems have you experienced while using body care?
   There is no real problem, only I often change brands, and still look for a more suitable one in me.

5. Why did you choose to use Milab?
   First want to try the product yes, and curious about the benefits that he said fragrant all day also moisturize that day.

6. What are the advantages of Milab?
   I think it smells good about the product, it smells really good, also moisturizes, and easily absorbs it.

7. What are the disadvantages of Milab?
   I don't know, it's still good to wear.

8. Do legality factors such as BPOM permits influence your decision to buy Milab?
   Yes, one of the considerations of buying Milab is because there is bpom

9. Are there any social factors that influence you to use Milab? For example , brand reputation, friend advice, testimonials, or others?
   From the testimonials on TikTok

10. Are there any technological factors that influence you to use Milab?
    Ad technology factors and Shope applications

11. Did you buy Milab because you saw Milab reviews on social media, online stores and news?
    yes

12. Why do you want to use Milab even though the new body care product is launched?
    There are good bpom and reviews on TikTok

13. Where do you know milab products?
    From tik tok

14. Where do you buy Milab products?
    Shopee

15. Are Milab products easily available to consumers?
    Easy anyway

16. Do you think the selling price of Milab is right?
    yes

17. What are your expectations when buying Milab products?
    The hope is to provide benefits that are in accordance with those reviewed on tiktok

18. Do you think milab products are in line with your expectations?
    yes

19. Does your product fit the claim?
    yes

20. After trying the product, what do you think the texture of Milab body serum has?
    Maybe because this body serum so the texture is liquid huh? and quickly sink yes, like anyway

21. Do you like the texture you give?
    Yes like

22. Do you like the packaging that Milab gives for its products?
    It's normal anyway.

23. What are your suggestions for improving the quality of Milab products and services?
    Hopefully there are other perfume variants.

Interview Transcript 7

Research title : Formulation of Milab's business development strategy
Time : 1:00 p.m.
Date : 05/01/2022
Place : Online
Interviewer : Rintany Zulfah K
Source : Hanifah

1. How do you describe yourself? Like origin, gender, profession, interest, character?
   Hanifah, from Surabaya, is female, and currently runs an online shop business with one of Milab's resellers.

2. What are the reasons or motivations for using body care?
   If personal reasons anyway, for daily use, yes, the skin is good and maintained, besides that to be sold again. But before it is sold, I will try to use it first to review the product and convince consumers.

3. What are your considerations in choosing and buying a body care brand?
   Yes, considering the exact brand, BPOM, benefits, review, and trend. Again, up the leaf is not a product. It's good, not the product of the review, that is.

4. What problems have you experienced while using body care?
   The problem is usually more to not fit the same, sometimes not effective skinned. Usually, know anyway after the use of a month that.

5. Why did you choose to use Milab?
   Honestly interested because of the review of Rachel Goddard, who said it is very fragrant and moist; there is no white cast that can be used for all types of skin, yes. Rachel, the color of her skin is tan that and
   it's good to wear she so interested in that. Continue to also many more reviews on TikTok so interested in
   try it and try to sell the product.

6. What are the advantages of Milab?
   The advantages are really , according to the claims given a very fragrant, moist ok, there is glitter is funny, and right, not gray worn mature sapodilla skin like me.

7. What are the disadvantages of Milab?
   The shortage is too big for me, and to be resold the purchase through the shoppe is a bit of a loss in the way yes hehe, because the product is very big and heavy so expensive to think to make. It sold again. But yesterday, the admin offered cargo without shoppe anyway, so it has been good for the next purchase.

8. Do legality factors such as BPOM permits influence your decision to buy Milab?
   Of course, the problem is to make sure consumers that the product is safe. And this product smells strong so it needs to be very BPOM.

9. Are there any social factors that influence you to use Milab? For example , brand reputation, friend advice, testimonials, or others?
   Yes, from reviews or testimonials on tik tok especially Rachel earlier.

10. Are there any technological factors that influence you to use Milab?
    Tik tok technology factor yes

11. Did you buy Milab because you saw Milab reviews on social media online stores and news?
    yes

12. Why do you want to use Milab even though the new body care product is launched?
    There are good bpom and reviews on tiktok

13. Where do you know milab products?
    From Rachel's review , yes.

14. Where do you buy Milab products?
    It used to be in shopee and the second directly chat in WhatsApp

15. Are Milab products easily available to consumers?
    Easy really

16. Do you think the selling price of Milab is right?
    Yes , it's appropriate because it's also a lot.

17. What are your expectations when buying Milab products?
    The hope is that as claimed milab and the review anyway and for Online shop can sell .

18. Do you think milab products are in line with your expectations?
    After the try product is appropriate

19. Do you think milab products have been in accordance with the claims given?
    done, really fragrant all day no need to use perfume anymore and moist too, Glitter lovers should try this anyway.

20. After trying the product, what do you think the texture of Milab body serum has?
    The texture is very liquid, yes, but maybe this body serum made more liquid than the lotion to absorb well that.

21. Do you like the texture you give?

Yes, but so extravagant haha. There's a lot of it.

22. Do you like the packaging that Milab gives for its products?
    Too big yes

23. What are your suggestions for improving the quality of Milab products and services?
    The advice is, maybe for Milab, if the reseller is directly directed to WhatsApp, just ok

Interview Transcript 8

Research title : Formulation of Milab's business development strategy
Time : 1:00 p.m.
Date : 07/01/2022
Place : Online
Interviewer : Rintany Zulfah K
Source : Fransiska

1. How do you describe yourself? such as origin, gender, profession, attraction, character?
   Hi my name is Fransiska Esti, from Malang, female gender, student profession, more playful character continues to work also in indoor rooms soi kind of adventurous as well.

2. What are your reasons or motivations for using body care?
   My skin is dry, so I am looking for body care that can smooth and moisturize my skin.

3. What are your considerations in choosing and buying a body care brand?
   My consideration to choose body care is in the ingredients and from the fragrance of the body care itself what else is body lotion.

4. What problems have you experienced while using Body Care?
   The problem I experienced was dry skin and also uneven skin.

5. Why do you choose to use Milab? What do you think is the advantage of this Milab?
   I have been using this Milab for approximately 3 months; I used Milab first because the claim is moisturizing and brightening in the body serum.

6. What are the twists and outs of Milab?
   The shortcomings of Milab itself is for packaging, yes, because from the packaging itself, sometimes it is easy to spell and easy to overflow.

7. Do legality factors such as BPOM permits influence your decision to buy Milab?
   Of course, legality like BPOM is also my decision to buy body care because BPOM means not guaranteed, not safe.

8. Are there any social factors that influence you to use Milab? For example, brand reputation, friend advice, testimonials, or others?
   More to this anyway, the advice of friends and I see the testimony is how many say it's good so
   it's so buying it.

9. Are there any technical factors that influence you to use Milab?

Maybe it's yes testimony through TikTok Tik Tok that also many who pass continue to curious claims that can moisturize and also brighten whether it is real, it turns out really.

10. Did you buy Milab because you saw Milab reviews on social media, online stores and news?
    Not really , more because of testimony Tik Tok and also recommendations

11. Why do you want to use Milab even though the new body care product is launched?
    Why dare to buy it because I know BPOM and also seen from the testimonials can be fairly safe, also endorsed by Rachel Godard

12. Where do you know milab products?
    I know Milab was originally from a friend and also from TikTok through from FYP that is.

13. Where did you buy Milab? Are Milab products easily available to consumers?
    To buy Milab is more to Shopee yes maybe next year can be offline, so it can be obtained easily by consumers, for example do not have Shopee

14. Do you think Milab's selling price is right?
    I think it's right with a lot of ml it, also fragrant is very good, the same claim that moisturizes it anyway.

15. What are your expectations when buying Milab products?
    My hope of buying Milab is that it can overcome my skin deficiency for sure.

16. Do you think milab products are in line with your expectations?
    I think Milab is in line with my expectations maybe, but for fragrant it is delicious but less durable that is.

17. Do you think milab products have been in accordance with the claims given?
    I think it's a claim that moisturizes and also brightens as a body serum.

18. After trying the product, what do you think the texture of Milab body serum has?
    The texture that Milab iu has tends to be liquid but also moisturizes and does not make sticky, also makes glowing because there is a small glitter.

19. Do you like the texture you give?
    I also like the texture, which is easy to flatten.

20. Do you like the packaging that Milab gives for its products?
    For the packaging itself I have told at the beginning because this tube is easy to overflow and he is more liquid texture so if opened it is easy to overflow everywhere

21. What are your suggestions for improving the quality of Milab products and services?
    Maybe it can be offline for sales, because lately for Shopee although free shipping but consumers there are satisfied if they buy in offline stores rather than in online stores.