

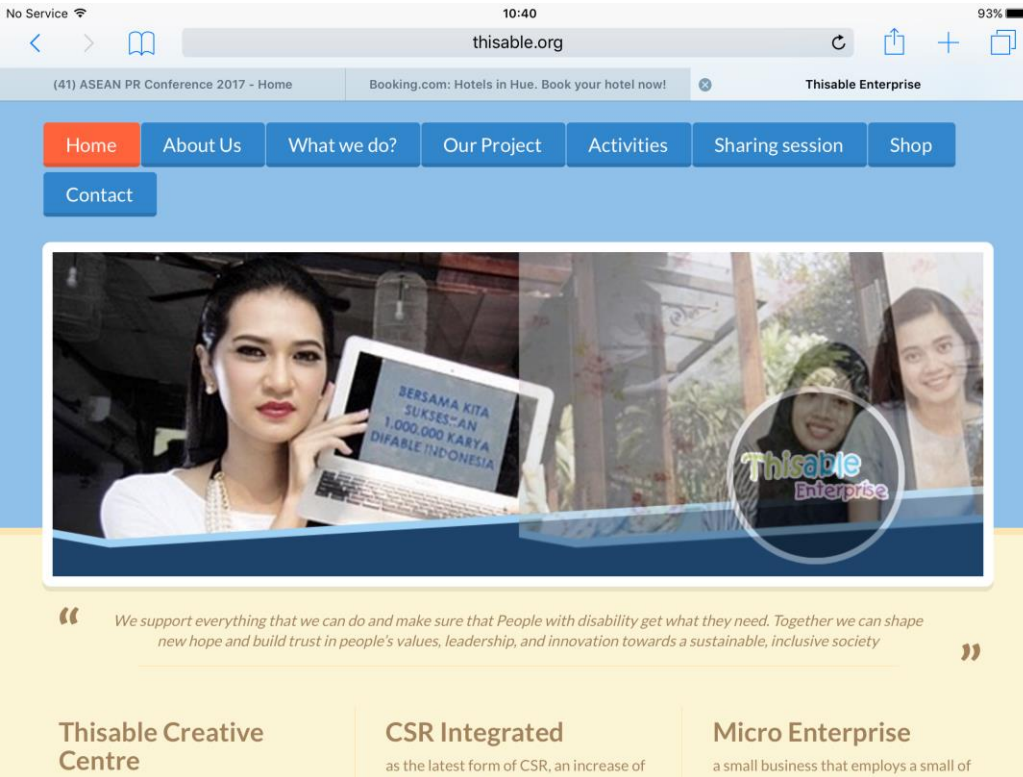
Successful Women Entrepreneur in ICT/ Smart Technology- based Industry Indonesia

**Hue city Viet Nam,
September 28th 2017**

Olivia Deliani Hutagaol

About Thisable Enterprise





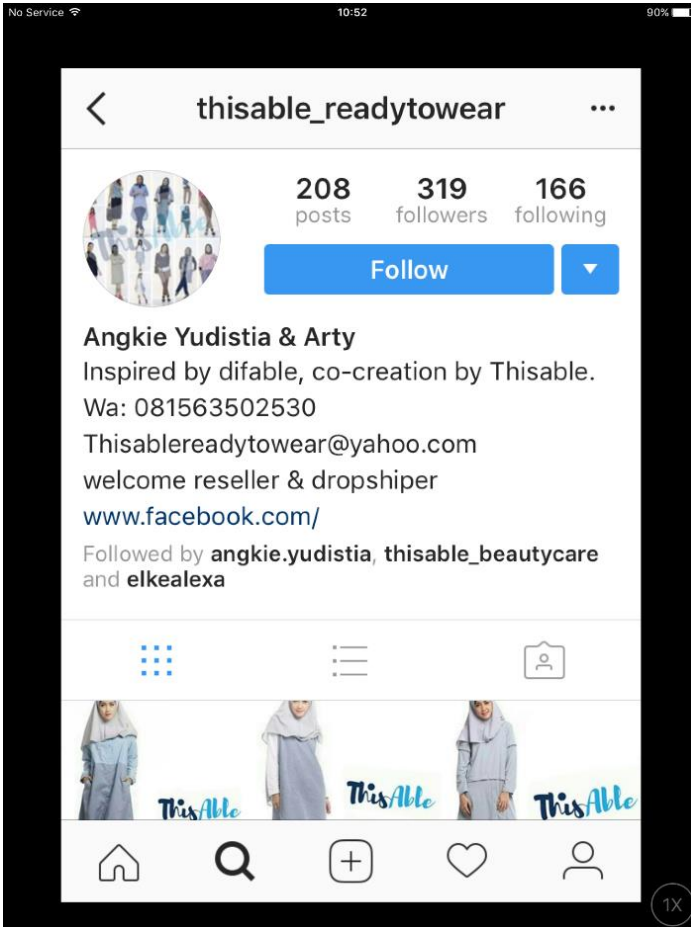
Thisable Enterprise

- established since 2011

- the company was founded by Angkie yudistia, a young women with HEARING disability

- Almost 70% of thisable enterprise management are man, but the top management are women

- thisable enterprise is a business that trades to tackle social problems, improve communities, change people's life or the environment of disabilities



Create product range MOSTLY TARGETED FOR female consumers:

Thisable beauty care

Thisable decoration

Thisable accesories

Thisable dolly

Thisable shoes

Thisable hijab/ Muslim Costume

Business Model of Thisable Enterprise

Thisable has two legal institutions, thisable foundation & PT berkarya menembus batas

Foundation itself is used for enhance disability with education and pt berkarya used to supply for human resources and selling the products.

Thisable includes recruitment, assesment & competency test, training & product knowledge, placement/ onboarding, training, weekly & monthly report by supervisor

About Angkie Yudistia



- Angkie is a deaf person, lost her hearing since 10 years of age
- graduated from master degree in marketing communication
- previously worked as a marcomm officer at ibm
- having disability motivates her to be an entrepreneur, which later prompted her to establish thisable enterprise

Business Operation



Access to Capital

- On year 1-3: sharing with investors on the first 3
- On year 4-6: self-support for capitalizing the company
- on year 7: start to open opportunities for some investors for expanding the company in national scale

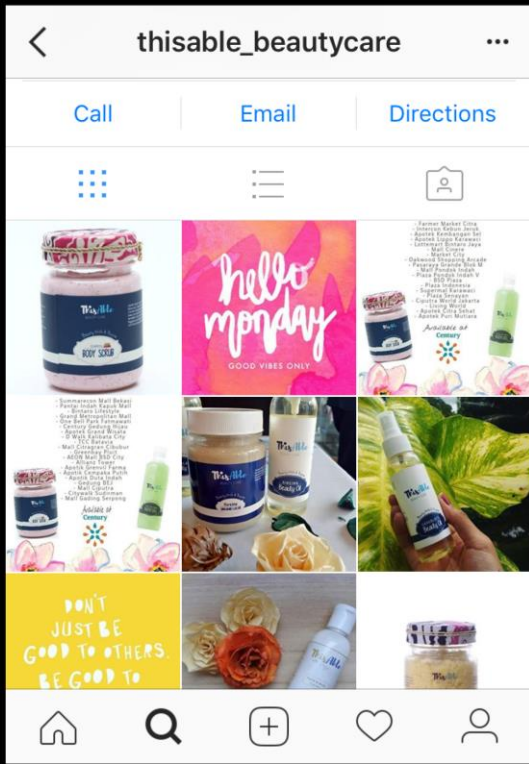
Access to & Utilization of Human Resources

- In order to build and develop a good system, she Set up requirements to recruit human resources with disability conditions
- the criteria for recruiting includes undergraduate degree, knowledge and understanding on social media and disability network community
- thisable enterprise is intended to be a dynamic social enterprise, thus has to be reflected by the human resources in the company.

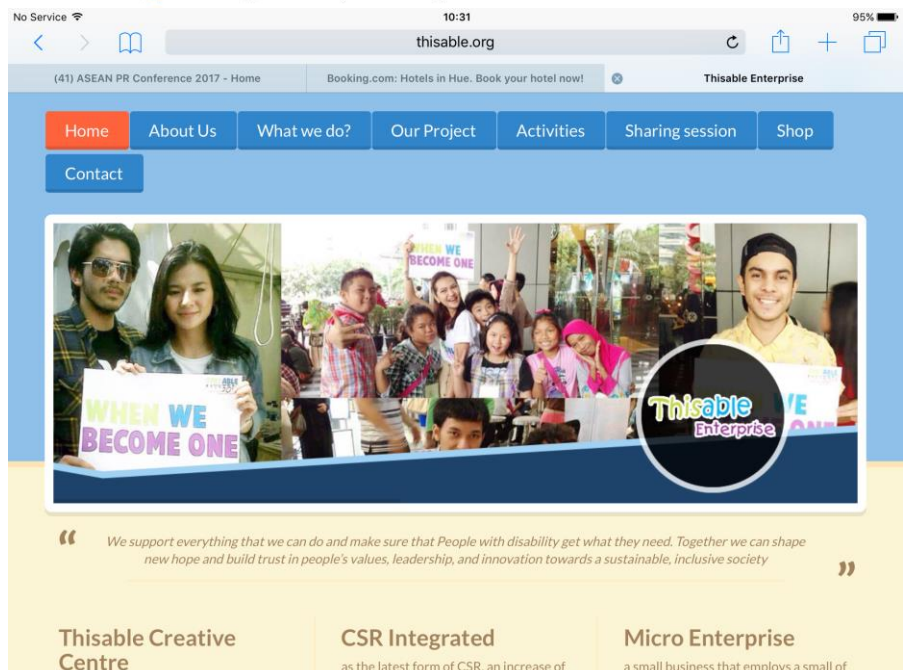
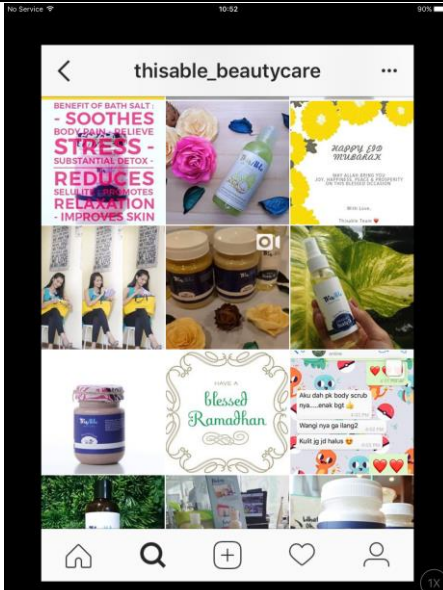


Utilization on ICT/ Smart Technology

- Ict is One of the main tools for marketing/distributing the products and recruiting human resources (using website www.thisable.or.id and social media platform
- ict is considered effective for facilitating communication in terms of geographical location, time and also to support disability community (technology has the advantage for supporting people with disability/and also women?)
- the company act a business partner with other start-up digital apps company for providing service (e.g: go massage, go clean, go glam, etc) to expand business range and supporting disability communities to have their opportunities in working.



Sample of Social media Account




7:59 PM dnetwork.net

Home | About | Log In | Register | English

DNetwork.net
GLOBAL JOBS NETWORK

Jobs | Directory | Events | NGO & Media



Job Opportunities

The DNetwork mission is to help members of the Disability Communities globally

Job Board
In the Job Board of DNetwork you will find job offers from other community users and Companies

Courses and Events
We provide information about courses and events for qualification development to our users

Business Directory
In the Business Directory you will find all the services that are offered by entrepreneurs with disabilities.

Register Today! >>>
Post your CV >>>
Looking for Workers? >>>
Publish your Business >>>

Jobs | DIRECTORY

Legian - 26 September 2017
Housekeeping (Steward)
Ayo Suka mengahai hotel di bawah manajemen Lippo Group yang akan segera membuka cabang baru berkelas di Kuta, Bali. Kami membuka lowongan untuk penyandang disabilitas untuk membantu training di ...
[Read More...](#)

Legian - 26 September 2017
F&B (Membambil Pesanan)
Ayo Suka mengahai hotel di bawah manajemen Lippo Group yang akan segera membuka cabang baru berkelas di Kuta, Bali. Kami membuka lowongan kerja untuk penyandang disabilitas untuk membantu training di ...
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Kuta - 22 September 2017
Staff Kantin
Ayo Suka mengahai hotel di bawah manajemen Lippo Group yang akan segera membuka cabang baru berkelas di Kuta, Bali. Kami membuka lowongan kerja untuk penyandang disabilitas. Tolong pada posisi \$...
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Kuta - 22 September 2017
Staff Housekeeping
Ayo Suka mengahai hotel di bawah manajemen Lippo Group yang akan segera membuka cabang baru berkelas di Kuta, Bali. Kami membuka lowongan kerja untuk penyandang disabilitas. Tolong pada posisi \$...
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Kuta - 22 September 2017
Staff Kitchan
Ayo Suka mengahai hotel di bawah manajemen Lippo Group yang akan segera membuka cabang baru berkelas di Kuta, Bali. Kami membuka lowongan kerja untuk penyandang disabilitas. Tolong pada posisi \$...
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JABODETABEK - 22 September 2017
Cleaning Service
KFC adalah salah satu perusahaan makanan cepat saji terbesar di Indonesia. Kami membuka lowongan kerja untuk pencari kerja Tuli untuk posisi staff cleaning service dengan syarat di bawah ini...
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JABODETABEK - 22 September 2017
Staff Dapur
KFC adalah salah satu perusahaan makanan cepat saji terbesar di Indonesia. Kami membuka lowongan kerja untuk pencari kerja Tuli untuk posisi staff dapur dengan syarat di bawah ini...
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Bandung - 22 September 2017
BACK OFFICE
Dibawah pada tahun 2016 kelompok Group Usaha PT Bank (Rakyat Indonesia) (Perano) Tbk. dengan Perangas Baham Yayasan Kesejahteraan Pelajar Bank Rakyat Indonesia (YKP-BRI) dan Dana Pemenuh Bank Rakyat...
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Offering a job? SEND US YOUR OFFER
Business owner? ADD YOUR BUSINESS

TESTIMONIALS
Surunggo Winarto: We are hiring two deaf people. Ayu and Sunanda. Ayu has a Mula Herawati Training Manager | The Stone, Legian, Bali. The role of DNetwork is essential as the organization who is...
Lenny Swathi- HRM Golden Tulip Jangir Beach
Sempur saat ini Golden Tulip Management sangat bangga dan...
Peter Stok - General Manager
Clara Ima Kula has worked with the Deaf Non Deafwork for a...
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No Service 8:00 PM thisable.or.id

ThisAble

ENTERPRISE

Cari informasi... Dari Artikel

Kategori Buat Thread

REGISTRATION

Full Name

Email Address

City

Choose File no file selected

Maksimal 2Mb

Type Go-Life

Go-Massage

Nama Lengkap

No Service 8:02 PM 90%

GO LIFE

GO MASSAGE
Book your favorite therapist anytime
[BOOK NOW](#)

GO CLEAN
Comfortable house is a few clicks away
[BOOK NOW](#)

GO AUTO
Automotive solution at your fingertips
[BOOK NOW](#)

GO GLAM
Available for booking in advance
[BOOK NOW](#)

Home History Help My Account

9:09PM 0.01K/d 4G 33%

Profil saya

Fajar Winarto (Tuna Rungu/Tuli)

BIOGRAFI RATINGS

Profile
Washer GO-AUTO (Thisable/Tuna Rungu)

[UPDATE](#)

Jenis Layanan
Wash
Care

Strength of the Company from Researcher's point of view

- The main challenge is lack of capital (financial and human capital)
- The need to allocate resource from disabled people is high, but the company is still lack in human capital
- challenge also come from some investors, particularly they still have apprehension on viewing disability as a potential resource.

One of the most interesting is, thisable founded by Women, they create all products mostly for women,

Utilization of External Support such Government Support

- Another challenge: the Government must be consistent to act based on established constitution (the disability law)
- need strong regulations from government to support women and disability

Conclusion

- Technology is the basic and also important things to support disabilities and mostly some small micro enterprises to improve their economy level

need to make some support from government in order to engage more private sector as investors to support small / medium enterprises.



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