

Go/No-Go Decision Making Method for Execution of Business Plan/Idea

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Abstract

Globalization and the development of Information Technology is very possible for anyone to get business idea / plan that is considered to be a successful business and may improve his economy. The idea / plan can be directly executed by the owner and then will face two possibilities, namely success or failure but not a few who experience failure. In addition, many also do not execute their ideas / plans for fear of failure. This study aims to determine the effectiveness of the Go / No-GO Decision Making Method in the execution of ideas / business plans in the Information Technology field that have been obtained from previous research. The Go / No-Go method in question consists of Explore, Select, Test and Decide or abbreviated ESTD. In this study the method will be implemented by a number of respondents for further decision making / not continued execution of their ideas / plans. The results of this study are expected to enrich the theory of entrepreneurship in the process of screening business opportunities or determining business opportunities (venture opportunity) is right. The research method used is a quantitative method by taking samples as many as 60 people who have business ideas in the IT field.



Biography:

Candra Taufik has completed his MBA from Bandung Institute of Technology. He is doing a research about Entrepreneurship Study for Education using Quantitative and / or Qualitative Method to Identify and Implementing the Go / No-Go Decision Making Method on Execution of Business Idea / Plan.

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