

## Enterprise Architecture for the Wedding Shoes Industry

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### Abstract

*Along with the times, especially during this pandemic, the need for the use of the internet, social media, and other digital technologies has become a major lifestyle in every community. This need directly or indirectly creates dependence in every aspect of modern human life. Therefore, it is undeniable that this can be a positive potential if business actors can make good use of it because information technology can change conventional business processes to become easier, more effective and efficient. However, in addition to creating convenience, information technology can cause obstacles for business actors if it is not used properly. Business architecture analysis is one way to assess what business activities need and develop. This journal presents business recommendations for the wedding shoe industry.*

### Keywords

analysis; enterprise architecture; wedding industry; business architecture analysis; wedding shoes



## I. Introduction

Today, advances in information technology have brought about rapid changes and shifts in a life without boundaries of space and time. This encourages rapid development in the business world in Indonesia. If business people are not able to adapt, then it is not surprising if the business will be eliminated. On the other hand, if you can adapt well, it can be a means to spread your wings.

The creative industry is one of the industries affected by the advancement of information technology. In a sense, the creative industry is an industry that has authenticity in individual creativity, skills and talents that have the potential to generate income and create jobs through the exploitation of intellectual property Mohammad Adam Jerusalem (2009). Referring to this understanding, one of the creative industries is the wedding industry.

The existence of advances in information technology in the wedding industry greatly affects consumers or customers in choosing the services or products to be used.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Customers will tend to be selective in choosing services or products that have complete information and have a high level of customer satisfaction. Therefore, it is very important for business people in the wedding industry to make the best use of information technology. One way that can be done by business people to increase their selling power and competitiveness is to analyze their business architecture to find out the weaknesses, strengths and developments that can be done.

## **II. Research Method**

The method chosen in this paper is the method of literature study or literature study. The following are some definitions of library research put forward by several experts:

- a. Library research is a study that is used to collect information and data with the help of various kinds of materials in libraries such as documents, books, magazines, historical stories, etc. Mardalis (1999).
- b. Library research is a study that studies various reference books as well as the results of previous similar studies that are useful for obtaining a theoretical basis on the problem to be studied. Anggrainingsih et al. (2013).
- c. Literature study is a survey conducted on scientific writings to study a certain topic Hart (2018).

In writing this journal, a literature study was conducted to find out the meaning of enterprise architecture, especially in the field of the wedding business. After that, the author compiles the concept of enterprise architecture which contains business architecture, application architecture, information architecture, and technology architecture. The frameworks used include business model canvas, building blocks, and archimate models. Then, the author also describes a discussion of the enterprise architecture and its conclusions.

## **III. Results and Discussion**

### **3.1 Results**

In general, enterprise architecture is a detailed conceptual framework that defines the structure and operations of an organization. Enterprise architecture has an important role to play in determining how an enterprise can achieve its current and future goals most efficiently. Components that include business architecture, application architecture, information architecture and technology architecture.

#### **a. Business Architecture**

Business architecture is a collection and relationship or relationship of business activities, data and information that exist both in the internal and external environment of the company. Business architecture also describes the company's strategy for designing, assessing, adding change to the business. In this journal, the framework used to explain business architecture is the business model canvas. Business model canvas (BMC) is one of the frameworks used to easily describe and manipulate business models to create new strategic alternatives. Barquet et al. (2011). BMC was first developed by Alexander Osterwalder in his book entitled *Business Model Generation*. Using BMC, we can generate insights about the customer, what value proposition is offered, through what channels it is offered and how the company makes money. In addition, BMC can describe and narrow several aspects of the business as a whole strategy. BMC consists of 9 (nine) elements, namely customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partners, and cost structures Osterwalder et al. (2010).



Figure 1. Business Model Canvas Business Wedding Shoes

## 1. Customers Segments

Customer segments contain market segmentation groups that the company will or are currently targeting to become customers. The important thing in this section for business actors is to define specifically who the target market is. According to Osterwalder, market segmentation is divided into 5 (five), namely mass market, niche market, segmented, diversified, and multi-sided platform Osterwalder et al. (2010) The following is the market segmentation of the wedding shoe business:

- Prospective brides aged 23-40 years with middle economic class.
- Other wedding vendors who have a one stop wedding concept or provide all wedding needs by working with other vendors.
- Influencers or photographers who need photoshoot materials by working with several labels or brands.
- Wedding dress vendors who want to produce dresses inspired by shoe designs.

Based on the explanation above, it can be concluded that the wedding shoe business belongs to the type of niche market segmentation where the market segment is very specific.

## 2. Value Proposition

Value proposition is the value or value offered by the company to customers. This value can be in the form of product advantages or benefits offered by the company. This is important to write down to compare the company with competing companies. Several categories in the value proposition are newness, performance, customization, getting the job done, design, brand, price, cost reduction, risk reduction, accessibility, and convenience Osterwalder et al. (2010).

The following is the value proposition offered by the wedding shoe business:

- a. Handmade with love. Every shoe sold is 100% handcrafted and does not use automatic machines. These shoes have gone through a detailed checking process before being sold to customers.
- b. Made in Indonesia. The shoes marketed are 100% made by Indonesian shoe craftsmen who have gone through a strict selection process to produce high quality shoes.
- c. Semi customized. With the trend of ordering goods that are custom or can be made according to customer requests, the wedding shoe business also offers the same thing. Shoe designs can be selected according to the existing catalog while the shape, color, type of heel, heel height can be adjusted according to customer wishes.
- d. Affordable price. In accordance with the target market, namely the middle economy class, the shoes marketed are competitive and tend not to be too expensive.
- e. Premium materials. Every material used is 100% premium material. The Swarovski used is imported directly from Austria and the beads are imported directly from Japan.

In accordance with the explanation above, the value offered by the wedding shoe business is included in the customization, price and design categories.

### 3. Channels

Channels are ways or means taken by companies to convey value propositions to customers. Generally, channels are one of the crucial elements for the success of a business if used properly. Some of the elements in the channels are direct, indirect, awareness, evaluation, purchase, delivery, and after sales Osterwalder et al. (2010).

Here are the channels in the wedding shoe business:

- a. Store outlets.
- b. Social media.
- c. Bazaar or exhibition conducted by the wedding community.
- d. Partnership program with other wedding vendors.

Based on the explanation above, it can be concluded that the wedding shoe business emphasizes direct selling and awareness.

### 4. Customer Relationship

Customer Relationship contains ways that companies can communicate with a predetermined target market. In addition, the customer relationship can also be referred to as the relationship between the company and the customer. According to Osterwalder, market segmentation is divided into 5 (five), namely transactional, long term, personal assistance, self service, automated service, community, and co-creation Osterwalder et al. (2010).

Here are the customer relationships that exist in the wedding shoe business:

- a. WhatsApp and Instagram Direct Messages.
- b. Marriage community website and application.

In accordance with the explanation above, the customer relationship used in the wedding shoe business is included in the transactional category.

### 5. Revenue Stream

Revenue streams are the ways in which companies can generate revenue from customers. This section is a vital part that must be managed as well as possible. Several categories in the revenue stream are asset sales, usage fees, subscription fees, leasing/renting, and licensing Osterwalder et al. (2010).

The following are revenue streams that occur in the wedding shoe business:

- a. Revenue from direct transactions to customers.
- b. Income from transactions derived from partnership programs with other wedding vendors.
- c. Revenue from permit fees for the use of shoe designs from bridal gown vendors.
- d. Income from shoe rental fees for photoshoots.

Based on the explanation above, it can be concluded that the revenue streams of the wedding shoe business fall into the category of asset sale, leasing/renting, and licensing

## 6. Key Resources

Key resources are all the company's resources either already owned or in the future to realize the company's value proposition to customers. Several elements in the key resources are physical assets, intellectual, human, and financial Osterwalder et al. (2010).

Here are the key resources in the wedding shoe business:

- a. Store
- b. outlets Social media accounts
- c. A production house or factory
- d. for shoes and sequins
- e. Marketing, operations and finance division workforce

In accordance with the explanation above, the key resources in the wedding shoe business are included in the elements of physical, intellectual, and human assets.

## 7. Key Activities

Key activities are interrelated and related activities that the company must do to produce the value proposition offered. According to Osterwalder, key activities are divided into production, problem solving and network platform Osterwalder et al. (2010).

The following are some of the key activities of the wedding shoe business:

- a. Producing plain shoes without sequins
- b. Producing sequins on shoes that have been previously produced
- c. Send shoes to customers
- d. Create a new design (plain shoes or sequins)
- e. Create promotional ads
- f. Participate in exhibitions or bazaars organized by the wedding community
- g. Manage social media accounts, wedding community accounts and other social accounts.

Based on the explanation above, it can be concluded that the key activities of the wedding shoe business are more focused on production and network platforms.

## 8. Key Partners

Key partners contain various outside parties who have a cooperative relationship with the company. This can aim for optimization and economy, reduction of risk and uncertainty and acquisition of particular resources and activities. Several categories of cooperation in key partners are strategic alliance, coopetition, joint ventures to develop new business, buyer supplier relationship, Osterwalder et al. (2010).

Here are some key partners in the wedding shoe business:

- a. Supplier of raw materials for making plain shoes without sequins.
- b. Supplier of raw material for shoe sequins
- c. Strictly selected plain shoe craftsmen
- d. Tightly selected shoe sequin grinder
- e. design team

- f. Marriage communities
- g. Influencer or photographer management

In accordance with the explanation above, the key partners of the wedding shoe business can be said to have a buyer-supplier relationship.

## 9. Cost Structure

Cost Structure is a collection of details of the largest costs incurred by companies to carry out key activities and generate value propositions. Several elements in the cost structure are cost-driven, value-driven, fixed costs, and variable costs. Osterwalder et al. (2010).

Here are some key partners in the wedding shoe business:

- a. Labor salary costs
- b. Promotional or marketing costs
- c. Production cost
- d. Material purchase costs
- e. Distribution costs
- f. The cost of maintaining shops and production houses or factories
- g. Marriage community membership fee
- h. Exhibition or bazaar fees
- i. Research and development costs for plain and sequined shoes

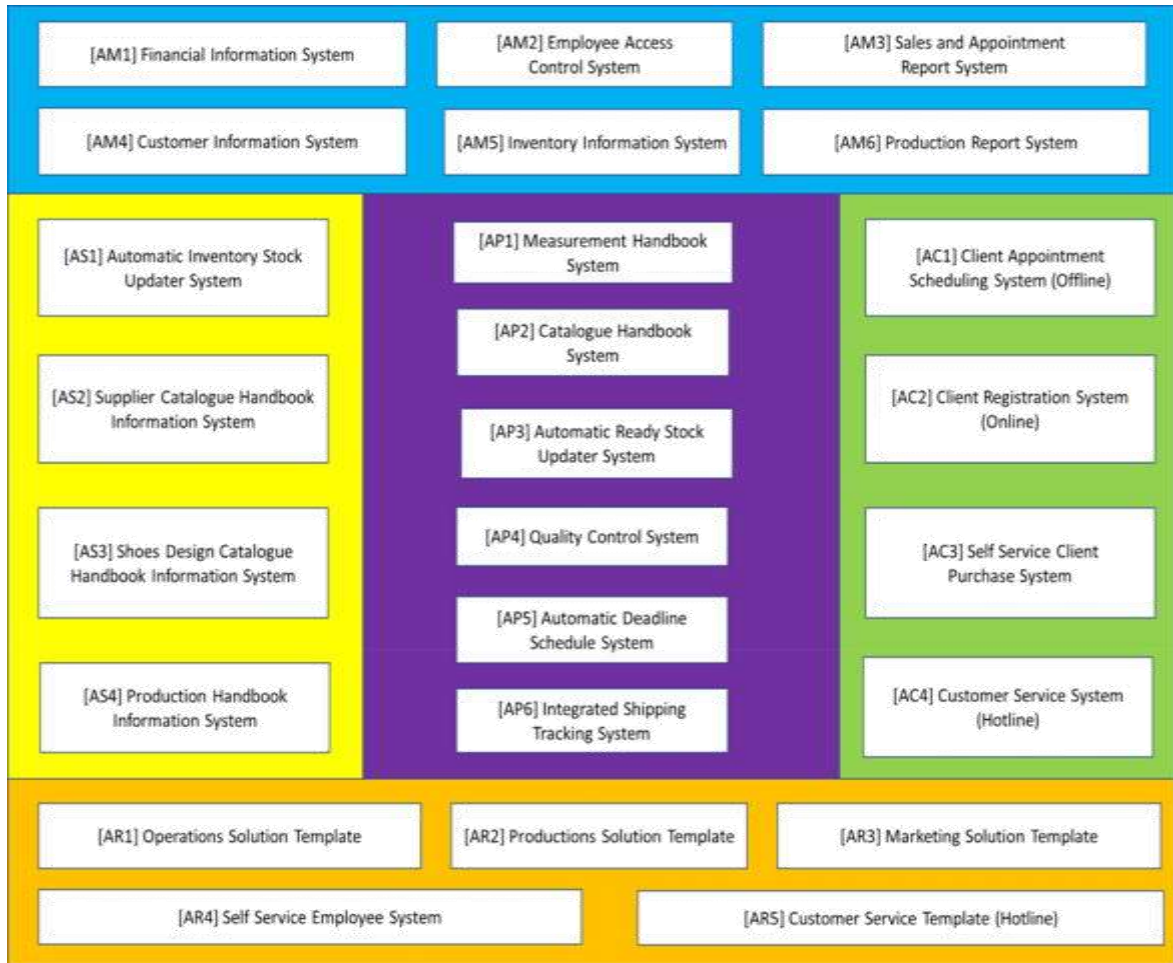
Based on the explanation above, it can be concluded that the existing cost structure in the wedding shoe business is cost-driven.

## **b. Application Architecture**

Application architecture is a collection of applications or software that will be used by the company to support the company's operations. Generally, application architecture is used to increase the effectiveness and productivity of the company. The application architecture is divided into 5 (five) parts, namely the core business application architecture, customers, suppliers, resources and management. In this journal, the framework used to explain the application architecture is building blocks.

### 1. Core Business Application Architecture

The core business application architecture is a collection of applications that are used to support the operational activities of buying and selling wedding shoes business. These applications are:



**Figure 2.** Building Blocks Wedding Shoe Business Application Architecture

- a. [AP1] Measurement Handbook System: this application contains a guide on how to measure feet and solutions to problems that will be encountered in measuring customer feet.
- b. [AP2] Catalog Handbook System: this application is a collection of shoe catalogs and their prices that can be used by the marketing division in the process of buying and selling shoes.
- c. [AP3] Automatic Ready Stock Updater: this application contains collections of stock shoes that can be sold directly (not pre-ordered). This application is also integrated with the cash register and barcode system.
- d. [AP4] Quality Control System: this application is a guide that contains quality control standards that can be used by the operational division when assessing the suitability of shoes before they are given to customers. The operational division can upload photos that are not appropriate in this application and will automatically send a notification to the production department of the details that must be corrected.
- e. [AP5] Automatic Deadline Schedule System: this application is an application that automatically schedules customer shoe deadlines. This application is also integrated with the cashier system and calendar system of the operational and marketing divisions. In addition, this application can also send notifications if there are shoes that are late from the set deadline.
- f. [AP6] Integrated Shipping Tracking System: this application contains a logistics tracking system for shipping customer shoes. This application is also integrated with the

marketing division and sends notifications to customers regarding the delivery status of their shoes.

## 2. Customer Application Architecture

Customer application architecture is a collection of applications that are used to support the buying and selling activities of the wedding shoe business in terms of customer interests. These applications are:

- a. [AC1] Client Appointment Scheduling System (Offline): this application is an application that automatically schedules customer appointments that will come to the store outlets. This application is also integrated with the calendar system of the marketing division. This application can also send notifications if a customer is late for an appointment that has been set.
- b. [AC2] Client Registration System (Online): this application contains a registration system for customer data who will buy shoes online. This application is also integrated with the cashier system.
- c. [AC3] Self Service Client Purchase System: this application is an application that can be directly used by customers to buy the shoes they want without coming to the store outlet. This application is also integrated with the cashier system and the calendar system of the marketing division.
- d. [AC4] Customer Service System (Hotline): this application is an application that can accommodate customer feedback and complaints. In addition, this application also contains guides that can help the problems experienced by customers. This app can be used 24/7. This application can also send notifications to the marketing and operational divisions.

## 3. Supplier Application Architecture Supplier

application architecture is a collection of applications that are used to support the operational activities of the wedding shoe business. These applications are:

- a. [AS1] Automatic Inventory Stock Updater System: this application contains stock collections of materials for making plain shoes and their sequins. This application can also send notifications to the operational division to buy stocks that are empty or out of stock.
- b. [AS2] Supplier Catalog Handbook Information System: this application is a collection of supplier lists of shoe materials used.
- c. [AS3] Shoes Design Catalog Handbook Information System: this application contains a collection and guide to existing shoe designs including what materials are used in detail.
- d. [AS4] Production Handbook Information System: this application is a collection and guide to existing shoe designs including what materials are used in detail.

## 4. Resources Application Architecture

Resources application architecture is a collection of applications that are used by resources or employees in the wedding shoe business. These applications are:

- a. [AR1] Operation Solution Template: this application contains guidelines and a list of job descriptions required by the operational division. In addition, this application also contains simulations and solutions to the obstacles that can be faced by the operational division.
- b. [AR2] Production Solution Template: this application contains guides and simulations and solutions to problems that can be faced by the production division.



- c. [AR3] Marketing Solution Template: this application contains guidelines and a list of job descriptions required by the marketing division. In addition, this application also contains simulations and solutions to the problems that can be faced by the marketing division.
- d. [AR4] Self Service Employee System: this application contains an application that is used by employees to fill attendance, fill out daily logs of work performed, view payroll data, fill in work performance (for managers), view work performance results, apply for leave , and file a complaint with management.
- e. [AR5] Customer Service Template: this application contains guidelines and a list of job descriptions required by the marketing division. In addition, this application also contains simulations and solutions to the obstacles that can be faced by the marketing division, especially those that serve customer service.

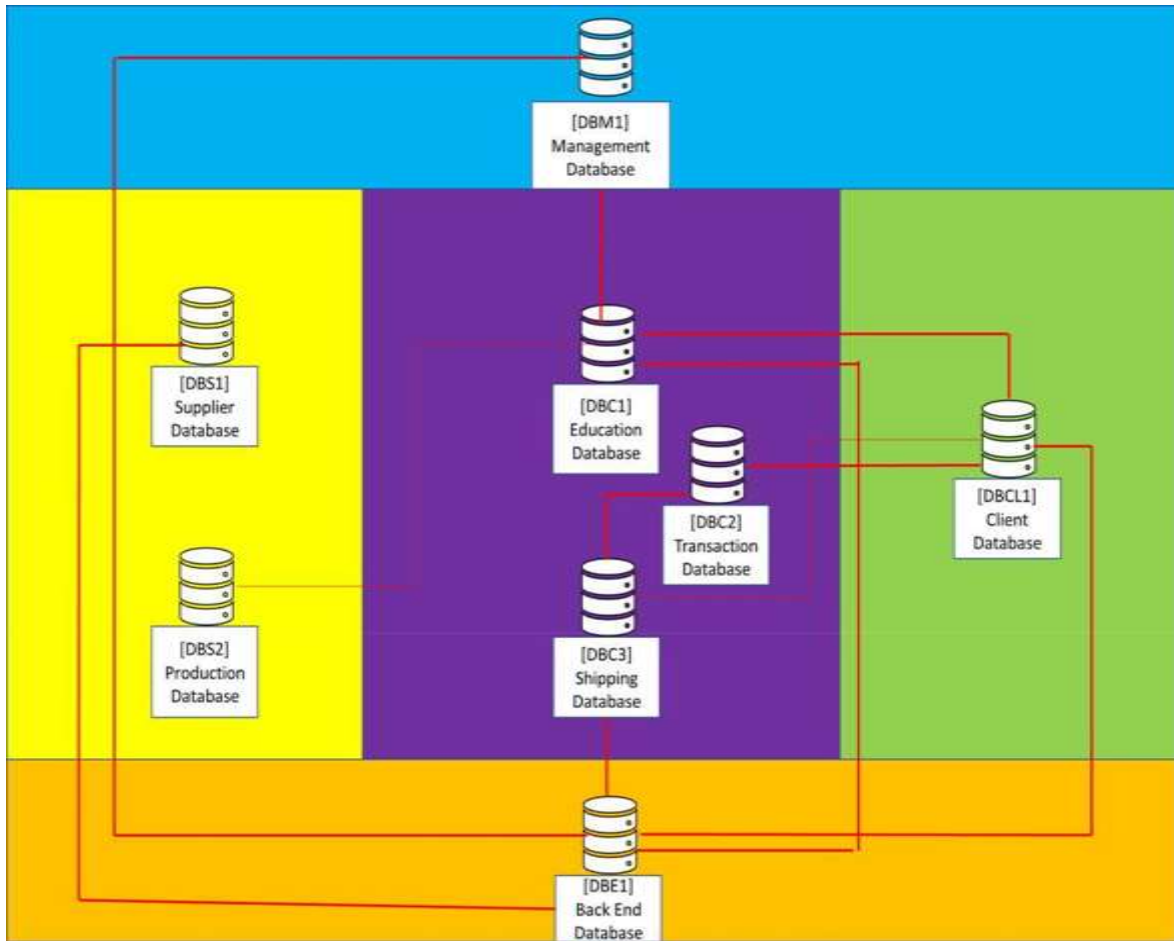
## 5. Management Application Architecture

Management application architecture is a collection of applications used by company leaders and shareholders to monitor and evaluate the operational performance of the wedding shoe business. These applications are:

- a. [AM1] Financial Information System: this application contains a collection of all financial activities either daily, monthly or yearly. This application can also project the company's financial condition in the future.
- b. [AM2] Employee Access Control System: this application is a control application that gives employees access to application systems used by companies according to their respective positions and interests.
- c. [AM3] Sales and Appointment Report System: this application contains a collection of all sales activities and appointments either daily, monthly or yearly. This application can also project the company's sales in the future.
- d. [AM4] Customer Information System: this application contains collections of information on all customer data either daily, monthly or yearly.
- e. [AM5] Inventory Information System: this application contains collections of all available stock of materials either daily, monthly or yearly. This application can also project the material needs of the company in the future.
- f. [AM6] Production Report System: this application contains collections of all production activities either daily, monthly or yearly.

### c. Information Architecture

Information architecture contains the relationship between each other that occurs between each application in the application architecture. The framework used to show this relationship is in the form of building blocks which are still divided into 5 (five) namely core business, customer, supplier, back end and management.



**Figure 3.** Building Blocks Information Architecture of Wedding Shoes Business

In the core business building blocks there are 3 (three) databases, namely [DBC1] Education Database, [DBC2] Transaction Database and [DBC3] Shipping Database. [DBC1] Education Database contains 2 (two) applications, namely [AP1] Measurement Handbook System and [AP2]

Catalog Handbook System. It is called an education database because it contains educational information on how to measure feet and a shoe catalog for customers and the marketing division.

[DBC2] Transaction Database contains 4 (four) applications, namely [AP3] Automatic Ready Stock Updater System, [AP4] Quality Control System, [AP5] Automatic Deadline Schedule and [AC3] Self Service Purchase System Online. Called transaction database because it contains applications that support buying and selling shoes.

[DBC3] Shipping Database contains 2 (two) applications, namely [AP6] Integrated Shipping Tracking System and [AC4] Customer Service System (Hotline). It is said to be a shipping database because it contains applications that function to support the logistics of shipping shoes. In addition, a shipping database is also needed for customer service applications to answer questions on the logistics status of shipping customers' shoes.

For customer building blocks, there is 1 (one) database, namely [DBCL1] Client Database which contains 2 (two) applications. These applications are [AC1] Client Appointment Scheduling System (Offline) and [AC2] Client Registration System (Online). Called the client database because it contains customer-related applications.

In the supplier building blocks there are 2 (two) databases, namely [DBS1] Supplier Database and [DBS2] Production Database. [DBS1] Supplier Database contains 2 (two) applications, namely [AS1] Automatic Inventory Stock Updater System and [AS2] Supplier Catalog Handbook Information System. It is said to be a supplier database because it contains applications related to suppliers and the materials used. [DBS2] Production Database contains 2 (two) applications, namely [AS3] Shoes Design Catalog Handbook Information System and [AS4] Production Handbook Information System. Called a production database because it contains applications that support the company's production.

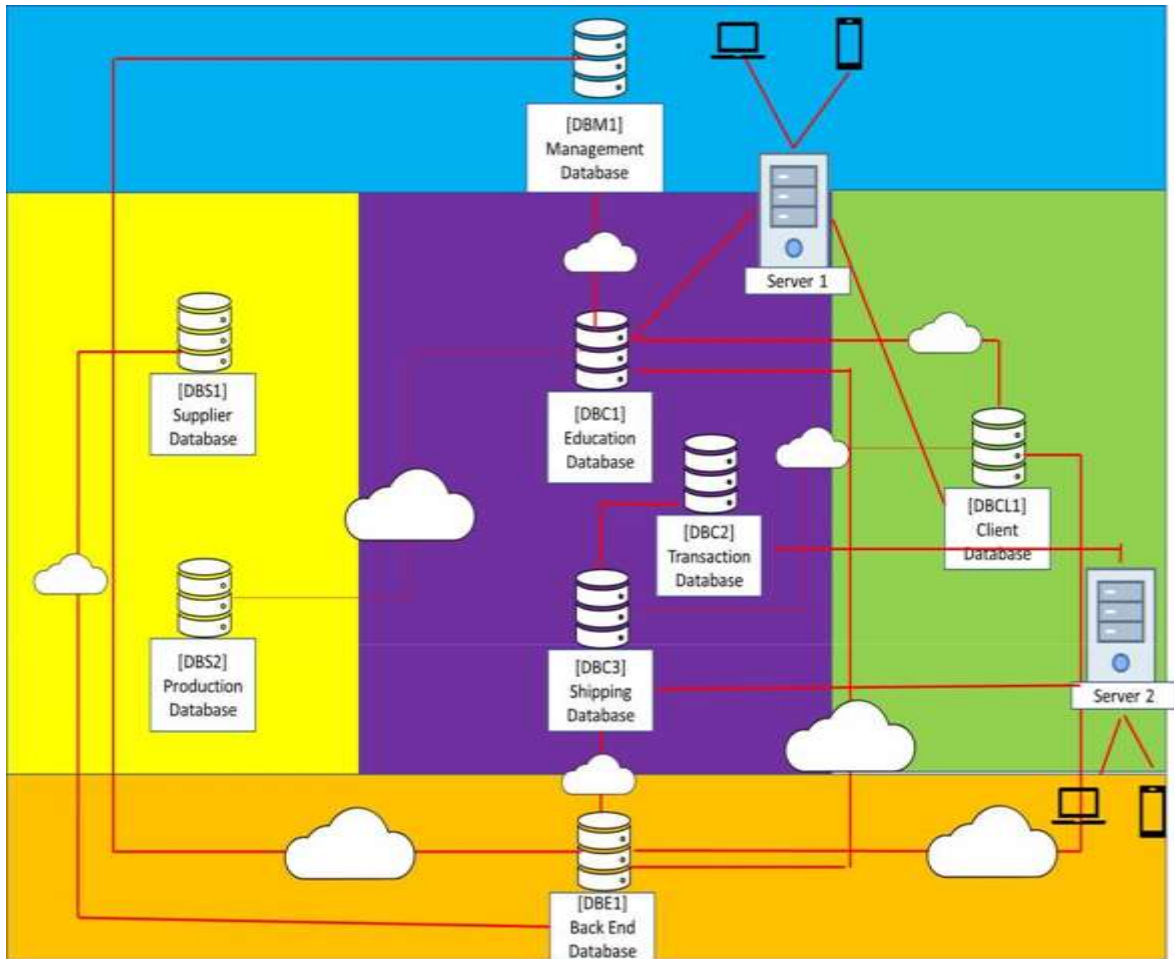
For building blocks resources, there is 1 (one) database, namely [DBE1] Back End Database which contains 5 (five) applications. These applications are [AR1] Operations Solution Template, [AR2] Productions Solution Template, [AR3] Marketing Solution Template, [AR4] Self Service Employee System and [AR5] Customer Service Template (Hotline). It is said to be a back end database because it contains applications used by employees to support company operations.

In the management building blocks, there is 1 (one) database, namely [DBM1] Management Database which contains 6 (six) applications. These applications are [AM1] Financial Information System, [AM2] Employee Access Control System, [AM3] Sales and Appointment Report System, [AM4] Customer Information System, [AM5] Inventory Information System and [AM6] Production Report System. Called the Management Database because it contains applications that are used by management and shareholders to monitor the company.

As can be seen in figure 3, the database that is the center of the architecture is [DBE1] Back End Database because every existing database must notify this database. [DBC1] Education Database is connected to [DBCL1] Client Database because [DBC1] supports [DBCL1] activities. [DBC2] Transaction Database is connected to [DBCL1] Client Database and [DBC3] Shipping Database because they support each other for buying and selling shoes. [DBS2] Production Database is related to [DBC1] Education Database because they can be said to be similar and complementary.

#### **d. Technology Architecture Technology**

Architecture is a collection of server hardware and software system designs that will be built, used, and maintained by the company to describe the relationship between technology and information to be able to support the company's operational activities effectively and efficiently. Name (2018). The framework used to show this relationship is in the form of building blocks.

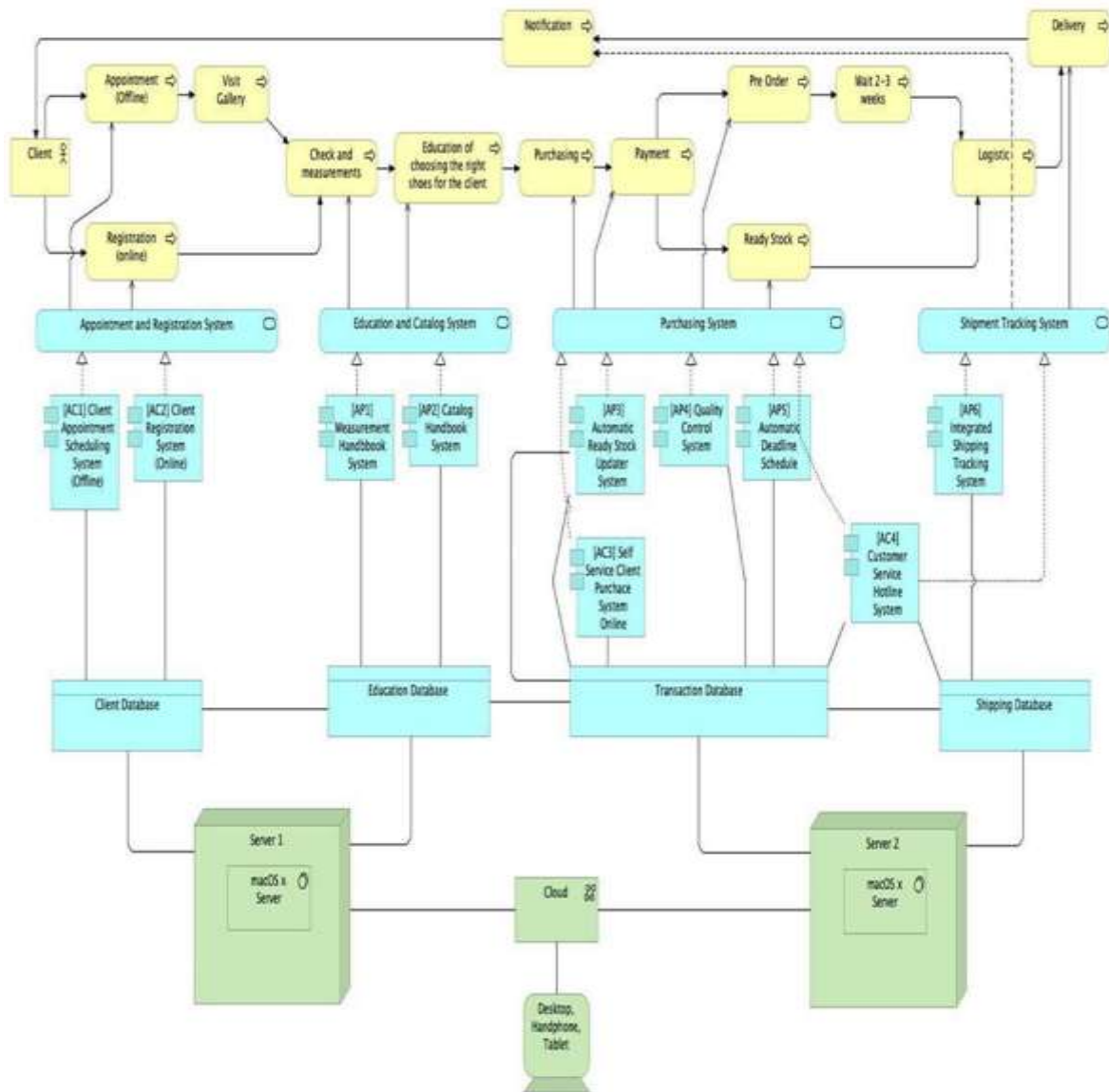


**Figure 4.** Building Blocks Technology Architecture Wedding Shoes Business

Can be seen in figure 4, there are 2 (two) servers that house the eight databases, namely server 1 and server 2. Servers 1 and 2 are cloud servers. The selection of this cloud server is based on several aspects, namely the cost is more affordable, the probability of losing data is low, flexible and easy to use in Indonesia (2020). Server 1 connects the [DBC1] Education Database with the [DBCL1] Client Database. Server 2 connects [DBC2] Transaction Database with [DBC3] Shipping Database. Both of these central servers have the Mac Os X operating system. The hardware used in laptops and mobile phones.

### 3.2 Discussion

As explained above, enterprise architecture is a detailed conceptual framework that defines the structure and operations of an organization. Archimate model is a framework used to describe an enterprise architecture that describes the core processes of the wedding shoe business.



**Figure 5.** Archimate Enterprise Architecture Model Wedding Shoes Business

According to the Archimate Cookbook, the yellow square box in the first layer that has a picture of a person is a business actor while the slightly rounded square box represents a business process. In the second layer, the blue square box describes the grouping of the system applications used. For the third layer, the blue squares with 2 (two) small boxes on the left are the applications used to support the business processes that occur in the first layer. In layer 4 (four) there is a blue square box which is the database of the applications in the first layer. Layer 5 (five) has a green square that represents the server and what technologies Hosia Luoma (2019) is using.

The first process in the wedding shoe business is that customers can make an appointment to come directly to the store outlet or register online if they want to transact online. For this stage the applications used are [AC1] Client Appointment Scheduling System and [AC2] Client Registration System (Online). Furthermore, customers can perform foot checks and foot measurements. At this stage, the application used by the customer or the marketing division is the [AP1] Measurement Handbook System. Then, the customer and the marketing division can choose which shoes the customer wants by using the [AP2] Catalog Handbook System application guide.

After selecting the desired shoes, the customer will make a transaction and make a payment. For online transactions, customers can use the [AC3] Self Service Client Purchase System (Online) application. If the customer chooses shoes that are ready stock, the customer can immediately bring the desired shoes or can be sent via logistics services. However, if the customer chooses pre-ordered shoes, the customer must wait approximately 2-3 weeks for the shoes to be ready and shipped via logistics services. Several existing applications to support the above processes are [AP3] Automatic Ready Stock Updater System to find shoe stock that can be purchased by customers, [AP4] Quality Control System to control shoe quality before being given to customers, [AP5] Automatic Deadline Schedule to set the deadlines for pre-order shoes. Especially for shoes sent using logistics, it will be integrated with the [AP6] Integrated Shipping Tracking System application in order to provide notifications to customers on the status of the shipment.

#### IV. Conclusion

Utilization of information technology in the wedding shoe industry is very important because it provides convenience and comfort to stakeholders, especially customers. In addition, the assessment and development is also important because it can increase the competitiveness of the company. One framework that is considered appropriate for this is the enterprise architecture where business architecture, application architecture, information architecture and technology architecture can be reviewed in detail.

In this journal, business architecture is represented by a business model canvas which contains ideas and business models for the wedding shoe industry. The application architecture has 21 (twenty one) applications grouped into 5 (five) categories, namely 6 (six) core business application architectures, 4 (four) customer application architectures, 4 (four) supplier application architectures, 5 (five) architectures application resources and 6 (six) application management architectures. The information architecture consists of 8 (eight) databases related to each other. The technology architecture has 2 (two) central servers to support the operational activities of the wedding shoe business. Enterprise architecture is described in the framework of the archimate model.

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