

## EXECUTIVE SUMMARY

*Cooking is a widely known habit and lifestyle that has been incorporated by people from across the world. According to a survey conducted by Gesellschaft für Konsumforschung in 2015 on cooking habits, it was found that Indonesians spend an average of 8.3 hours cooking each week. This makes Indonesia as the 3rd country who cooks the most after India and Ukraine.*

*Even though cooking is an activity that is familiar to us, in reality, multiple pain points occur in the process of cooking. Based on the survey that has been conducted, the majority of people in Jakarta that have interest in cooking experience discomforts such as difficulties in finding a credible menu and also in the process of acquiring groceries. In addition, COVID-19 pandemic makes the people's mobility become limited. As a result, this changes the social dynamic of Indonesians, including the way they usually do their groceries.*

*Based on those propositions, the idea of innovating a new concept that has not been pioneered in Indonesia before, surfaced; where customers can get their groceries delivered to their doorstep without having the duty to go out. RumaKoki is a service that provides menu-based groceries that can be ordered online via its native application or third-party apps such as e-commerce platforms, along with video tutorials to aid customers in cooking their meals.*

*RumaKoki's value propositions are accuracy in cooking, time saving in meal preparation, fresh and explorative. We aim to give our customers an experience of cooking that is practical and easy to follow. Hence, our key partners include our most trustable food suppliers and experienced chefs. The key resources include cloud server, video tutorials, and staff. The cost structure of BoxKoki is predominantly composed of variable costs such as fresh produce, the cost of direct labor, and operating costs such as marketing, maintenance, and server expenses. Moreover, there are some fixed costs such as property, kitchen appliances, and indirect labor.*

*Our main target market is active millennials who reside around Jakarta and have an interest in cooking, however they experience difficulties in cooking preparation and seek solutions to ease this process. RumaKoki builds relationships with its customers through its membership program and customer service (TanyaKoki) available through the application, whatsapp, and other social media platforms. All of which is done to support RumaKoki long term mission, which is to sustain a good cooking habit amongst Indonesian society.*