

## **EXECUTIVE SUMMARY**

*Warjali is a community-based groceries e-commerce that empowering food & beverage (F&B) business owners on getting their basic needs and other food materials needed. Warjali also provides technology through an application that enable to create network among F&B business owner to share and learn together on gaining their knowledge of how to run an effective business together through our program “diajarin, dimodalin, dan dipromoin”.*

*We built the community to had collaboration to empowering the smallholder enterprise of F&B business owner’s problems. Based on our research from our target customer, We identified some problems and take the three most challenging and frequent problems for them such as the completeness of product range & freshness, the stability of product availability, and also capital issues in order to accelerate their business. Lack of knowledge also would be an issue to growing their business. Therefore, Our main business goal is to bring solution to solve those major problems that would be suitable for F&B business owners.*

*This business presents a complex and evolving challenges for Warjali. This report sheds light on how Warjali is navigating this potential market though F&B business owners. We believe that building a community is one of the success factors to win the competition. We named the community as “JaliGrup”. This approach is beneficial to maintain a sustainable business both for Warjali and the members of JaliGrup. This community is basically created to be a place to share experiences, strengthen the relationship among members and not only building a transactional relationship between buyer and seller but it will create strategic partnership to accelerate growth together as well. This strategic partnership will be impacted to the loyalty of our customers and our customers will be more engaged with Warjali.*

*Warjali started the business in 2021 with a different name, namely “Rumatani”. Then after many research and market validation Rumatani transformed to Warjali in 2022. Warjali’s achievements for the past 3 months can still be improved and be optimized. In optimized the users, we can increase our registered users and active users through marketing activities that are relevant to our customers and also the execution in terms of sales and operations so that the expected revenue targets can be achieved.*

*The achievements that have been achieved for the past 3 months are important as a basis or reference for making business plan strategies to be more accurate.*

*Warjali start the business with three people on board. The founder is Achmad Gamaludin as Chairman, Diah Ambarsari as a co-founder & Chief Operating Officer (COO) and Akbar Ibrahim Maulana as a co-founder & Chief Community Officer (CCO). Warjali has a positive work environment culture, we support and help each other both in business in Warjali and academic activities in Universitas Prasetiya Mulya. Universitas Prasetiya Mulya has an important role in the market validation stage and the initial implementation of the Warjali business through the New Venture Project program. With the existence of lecturers, both lecturers from Universitas Prasetiya Mulya as well as guest lecturers, the materials and guidance provided to the founder during the lecture period formed the Warjali business model which in the future is expected to develop and compete in this industry.*

*The large market capitalization of the F&B business in Indonesia and the problem that business owner faced is the founder's belief in developing the Warjali business massively. There are several business indicators that influence the development and sustainability of Warjali, including the expansion of Warjali's coverage area, customer's behaviour, marketing, and sales strategies of Warjali. As of today, Warjali has achieved total sales of 70% with a target of 126,000 billion IDR in 2022. Where in 2021 based on a 3-month history, Warjali has reached 15,093 billion with an eat of minus 3.070 million (-20.3%). Then in the future in 2023, Warjali targets to be able to achieve growth of 217% with total sales of 399,600 million and eat of 17.66. With this, we hope that Warjali can continue to increase its sales in the future so that it can achieve growing EAT. As we are currently doing, it is still in early stage to make the real contribution or positive impact to F&B industries, and we will do our continuous improvement consistently to make smallholder enterprise of F&B business great again.*