

## EXECUTIVE SUMMARY

*Fulfillment center is considered as a core element within the e-commerce industry in Indonesia, where it serves as a bridge between the consumer and business owners. Fulfillment centers assist business owners with their storage and quality check service as well as item delivery service. It is considered an important aspect in the Indonesian e-commerce industry due to a shift in e-commerce trend and a need for time efficiency.*

*According to the data obtained from Credible, a recent significant shift in trend among the e-commerce industry during the COVID-19 pandemic is a rising demand for frozen food with a recorded number of 16.000 active frozen food business owners across Indonesia. This rising demand is caused by a change in society's lifestyle, where most people tend to spend their time working from home. Frozen food is considered as a quick solution for those who want to cook efficiently without spending a lot of time in the kitchen. While the frozen food industry is still on the rise, there are several challenges within executing the business. Such problems include the difficulty of product distribution, expensive delivery charges and durability of the frozen food itself.*

*Along with the rise of the frozen food industry and its huge market potential, Freezy is a one-stop solution for all frozen food business owners to assist their business activity. Freezy is a fulfillment center service that specializes in distribution, storage services and quality checking of frozen food products, with a total of ten fulfillment centers distributed throughout the Jabodetabek area. With a total of more than 10 billion rupiahs investments, Freezy will be able to create a business value with more than 40 billion rupiahs in value in its fifth year of operations.*

*Following the current condition of the constantly growing frozen food market in years to come during the pandemic, Freezy will be an assistance to frozen food business owners as a trusted solution for the challenges that they are facing and helps to nurture small businesses to further expand their business ventures.*