

EXECUTIVE SUMMARY

Internet use has increased dramatically in the last decade, the Internet provides people with an easier way to obtain information, and engage in economic and social exchanges, and social activities. Online shopping is one of the most popular internet activities and about 80% of the U.S. population buy goods online (MasterCard, 2012). *Thrifting* has become an activity in finding interesting or valuable items in thrift stores (Collins Dictionary 2021). According to Eliza Huber, a fashion writer at Refinery29 (2020), for Gen Z, thrifting is not just a way of shopping but a lifestyle, Gen Z wants to be independent, save the earth, save money and make money with thrifting activities.

Authrift is a website and application-based marketplace that connects thrift fashion sellers and buyers with an auction system. Authrift has a vision to become a marketplace platform in the fashion thrift sector that successfully exploits the market potential and largest demand in Indonesia. Apart from helping sellers and buyers in transacting used clothing, Authrift wants to be able to help reduce existing clothes waste. Authrift offers many unique features such as auctions where buyers can bid on purchases and request items.

Authrift works by connecting buyers and sellers of used goods throughout Indonesia by becoming a platform that provides these facilities. Authrift conducts marketing campaigns and participates in thrift fashion exhibitions in Indonesia to take advantage of existing marketing to increase awareness in the community. Authrift chose to take the form of websites and mobile apps so it can be easily accessed by users. In addition, Authrift provides solutions for both parties (buyers & sellers) in purchasing products by using an auction system so that they can find a price balance.

On the financial planning side, Authrift utilizes the NPV method to ensure business feasibility. With the total initial Investment of IDR 15 Billion, NPV projection reaches IDR 50 billion and IRR is 31.87% in 10 years that is higher than the cost of capital which is 22.29% with 10% of failure rate. Therefore, it concludes that the business is feasible to be executed.