

## EXECUTIVE SUMMARY

Population movement will always occur over time. Whether it comes from a job mutation, moving to a new residence, or looking for a new place to live. Jabodetabek, especially the city of Jakarta, does have high traffic in population movement. Apart from being the center of the nation's capital, Jakarta is also the center of the Indonesian economy. According to data from the Central Statistics Agency, 35.6% of Jakarta's population are migrants (BPS 2019).

Mufo is a premium moving service that can be accessed by customers through the website and application. The services provided by Mufo start from packing, delivery, unpacking, and repositioning. Mufo targets customers in the underserved market segment, namely the upper class. This upper class needs comfort and practicality in moving that is packaged in premium services. The target market that Mufo wants to target is young workers who are already living well but still temporarily in Jabodetabek.

To build brand awareness and achieve orders according to the specified target, Mufo uses several marketing activities. This marketing activity will be carried out both online and offline. For online, it will be done by utilizing social media ads. And offline, there are fleets with branding boxes and electronic video ads in the Jabodetabek apartment elevators. Both already have their respective portions and hopefully, this marketing activity is right on target.

In the finance department, Mufo uses NPV with an equity value based on the going-concern assumption, which means that the business will be considered to remain active for the foreseeable future. The initial capital that Mufo has is 11 billion which was obtained from 4 founders. The NPV projection obtained is 2.9 billion which is good and attractive in the eyes of investors.