

EXECUTIVE SUMMARY

In today's era, most organisations begin to see that data and information are important for decision-making process. For instance, The Government of Indonesia initiated the Satu Data Indonesia program to enable them make decisions based on standardised data from multiple sources. Private companies also buy services from data and information providers to make policies and decisions.

One of the most important data and information is one of traditional markets because they have a major contribution to the Indonesian economy. The contribution of SMEs to the national Gross Domestic Product (GDP) reached 61.97% or equivalent up to Rp 8.500 trillions, which partly, if not greatly, contributed by traditional markets. They daily trade commodities such as rice, meat, eggs, vegetables, fruits, and also branded products.

The government has a specialised unit in data collection and processing, namely the Badan Pusat Statistik (BPS), while the private sectors use services from many providers for example : Nielsen. Although there are agencies already providing data and information of supply and demand from Indonesia's traditional markets, the quality of data and information is relatively less accurate due to the older field-collection method which also takes more time and cost. PASAR KITA is here to provide a more accurate data and information of supply and demand from Indonesia's traditional markets with online and offline data collection methods.

PASAR KITA will collect data from large traditional markets or central markets throughout Indonesia. PASAR KITA collects data using an mobile bookkeeping application that will be used by traditional market traders. This application records inbound and outbound transactions and extracts useful information for the traders using it. The data will be combined with offline data collected by Mitra PASAR KITA in each selected traditional market. Those data will be processed to provide useful information for the buyers, be it The Government, FMCG companies, and research institutions through the PASAR KITA website based on their specific needs.

PASAR KITA requires an initial fund of IDR 10 billion in the first year, followed by IDR 12 billion in the second year and IDR 20 billion in the third year. Funding is used to purchase assets, marketing, and operations of the company. In the Most Likely scenario, PASAR KITA reached an NPV of Rp 159 billion, a payback period of 9 years, and an IRR

of 43.98%. Despite having a long payback period, PASAR KITA has great potential due to the wider scope of data and information generated from time to time by increasing the number of traders who use the application and the number of traditional markets, also benefits many parties involved in supply and demand in traditional markets, especially traditional market traders.

