

## EXECUTIVE SUMMARY

*Nowadays, men are thinking more and more about self-care and grooming. This happens because of lifestyle changes caused by various factors such as job demands, forms of expression, self-actualization, et cetera. This has been justified and shown by the growth of the male beauty industry, both in terms of service and product consumption which continues to increase every year. Based on Global Market Information Database (GMID) such as Euromonitor, the demand of men's grooming products has been increasing since 2005 until 2020, and it will keep increasing for the next 5 years (forecast).*

*Also, Technology development is a factor that cannot be avoided. Moreover, the growth of technology development in the past 10 years has increased significantly. This technological development has contributed to changes in human behavior, especially changes in the procedure for purchasing goods. The main reason is that this technological development has resulted in the growth of e-commerce business models and changes in human behavior.*

*Writer sees these two factors as an opportunity to build a business in the NVI program. Increased demand for men's products and technology development are the main keys in building a business by selling men's products integrated with technology. Moreover, there are not many business models like this in Indonesia. Thus, the writer tries to build a business based on the opportunities that arise due to technology development and changes in men's behavior towards the beauty industry.*

*Gamal is an e-commerce-based business that sells curated men's products. Not only offering sales of men's products, but also information about men's products, usage, and self-development. All these efforts are made so that men can become better individuals and can maximize their potential through easy access supported by technology.*

*At the time Gamal participated in the NVI program, the company already sold approximately 20.000 volume; equal to 2.3 billion IDR (Revenue). By the end of the year, the valuation of the company is worth 6.9 billion IDR. Nevertheless, the company needs to fundraise until stage Series A that is equal to 10 Billion investment to grow exponentially by focusing on Marketing Strategy, Capacity Strategy, and Technology Improvement. By participating in the NVI program, hopefully Gamal becomes a business that can develop optimally, sustainably, and have a great impact that is good for all stakeholders.*